

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

June 2023

A comprehensive and up-to-date overview of Auckland's visitor economy – from the latest arrival, accommodation, spend, events and tourism sentiment data.

Prepared July - August 2023
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Key Visitor Data


532.3^k


Domestic Visitors
June 2023 (Month)
-22.3% (to June 2022)




120.2^k

International Visitors
June 2023 (Month)
+100.1% (to June 2022)



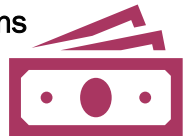

510.4^k


Total Guest Nights
June 2023 (Month)
+30.9% (to June 2022)




\$197^m

Domestic Tourism Transactions
June 2023 (Month)
-0.7% (to June 2022)




\$65^m

International Tourism Transactions
June 2023 (Month)
+47.1% (to June 2022)




+18

Tourism Sentiment Score
June 2023 (Month)
No change (to June 2022)



Key Visitor Data



DOMESTIC

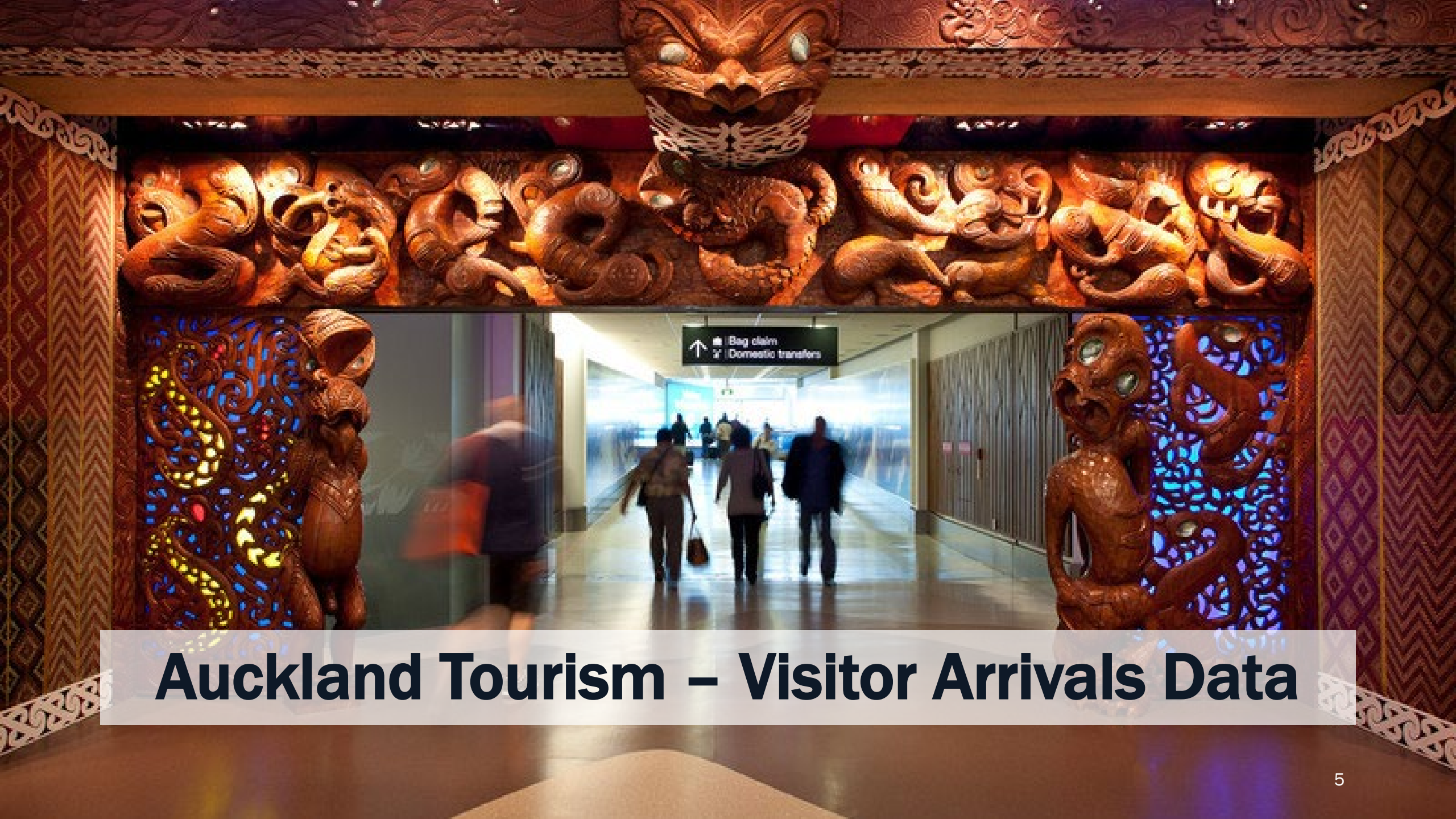
- There were **532.3k domestic visitors in the month of June 2023, a decrease of 22.3%** on the previous June. This was down slightly (2.1%) compared to pre-Covid numbers (343.6k in June 2019).
- The year to June 2022 saw **7.23m domestic visitors to Auckland, up 18.4%**.
- There were **353.3k domestic guest nights in commercial accommodation** for the month of June, **up 12.6%**.
- Domestic tourism transactions** for the year to June 2023 were **\$2.55b, up 38.8%** on last year and **\$196.5m for the month (down 0.7%** compared to June 2022).
- For the month of June 2023, tourism spend from **Waikato-based visitors \$47.4m** was **down slightly 1.6%** compared to the previous year.
- Spend from **Northland (\$20.3m, down 0.7%), the Bay of Plenty (\$15.2m, down 5.3%) and Wellington (\$15.2m, down 0.4%)** was also down in June 2023 compared to June 2022.
- However, spend from **Canterbury (\$14.9m, up 4.8%)** was up in June 2023.

INTERNATIONAL

- Monthly international visitors (120.2k)** were **up 100.1%** on the previous June but numbers were down 19.6% compared to June 2019 pre-Covid (149.5k).
- The year to June 2023 saw **1.71m international visitor arrivals, an increase of 656.6%** on 2022. However, international visitation was down 37.8% compared to pre-Covid levels (2.75m in YE June 2019).
- There was strong growth for the **Australian market in June 2023, with 47.9k visitors, an increase of 24.5%** compared to last year. The year to June 2023 saw **675.9k Australian visitors, up 386.7%**.
- VFR visitors** contributed the most to annual visitor numbers (**702.2k**) and **increased 424.0%** on the year to June 2022. **Monthly VFR numbers (47.1k)** were **also up 53.5%** compared with June 2022.
- Holiday visitors (599.2k)** were **up 2209.6%** for the year, with **monthly numbers (39.1k)** also **up 249.0%**.
- 157.2k international guest nights in commercial accommodation** for June, **up 106.0%** on last year.
- International tourism transactions** were **\$1.01b** for the year, **up 233.6%** and **\$64.5m for the month, up 47.1%**.
- Monthly spend from Australia (\$13.7m)** was **down 8.3%**.

OVERALL

- For the month of June 2023, there were **510.4k total guest nights in commercial accommodation** in Auckland, **up 30.9%** on last year.
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from August 2023 to November 2023).
- Auckland occupancy peaked at 87% on Wednesday 9th of August 2023.
- Occupancy reached 76% on Tuesday 15th August 2023 which is when the FIFA Women's World Cup Semi-Finals kicked off at Eden Park.
- In 2023 Q1 room supply expanded 4.1%. Demand expanded 85.2%, resulting in an occupancy gain of 77.8%. Occupancy is expected to grow by 32.3% in 2023 Q2, with supply expanding 2.6% and demand expanding 35.8%.
- The **Tourism Sentiment Score** for Auckland for June 2022 was **+18 (2 points down from NZ), no change to June 2022**. The category with the highest sentiment was Amenities and Entertainment (30) followed by Destination Services (28) and Food and Culinary (26), while Safety (-7), had the lowest sentiment.

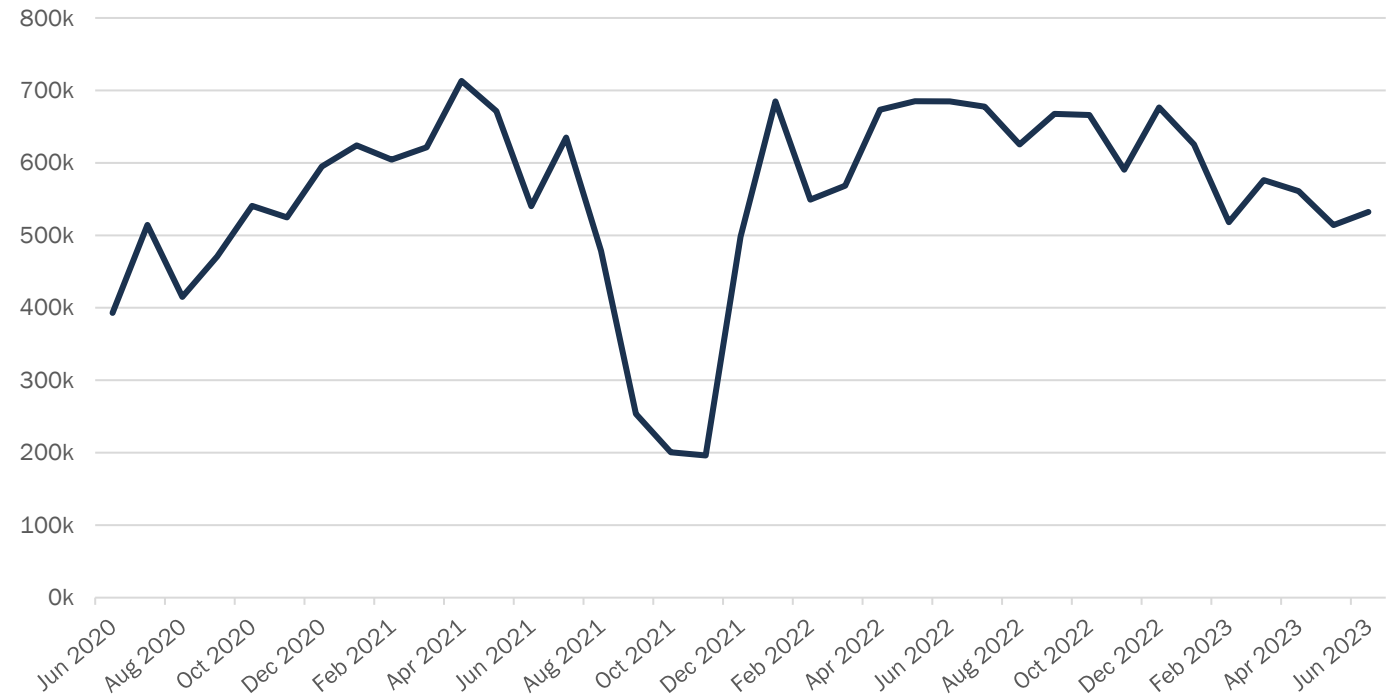


Auckland Tourism – Visitor Arrivals Data

7.23m Domestic visitors in YE June 2022, up 18.4%

- There were **532.3k domestic visitors** to Auckland in the month of **June 2023**, a decrease of **22.3%** on the previous June. This was down slightly (2.1%) compared to pre-Covid numbers (343.6k in June 2019).
- The year to June 2022 saw **7.23m domestic visitors** to Auckland, up **18.4%**.
- Domestic visitor levels dropped from August to November 2021, which was when Auckland moved to Alert Level 4 – Lockdown of the COVID-19 Alert System. Domestic visitation increased significantly in December 2021 as the COVID-19 Alert System ended and all of New Zealand moved to the COVID-19 Protection Framework, also known as the traffic lights.

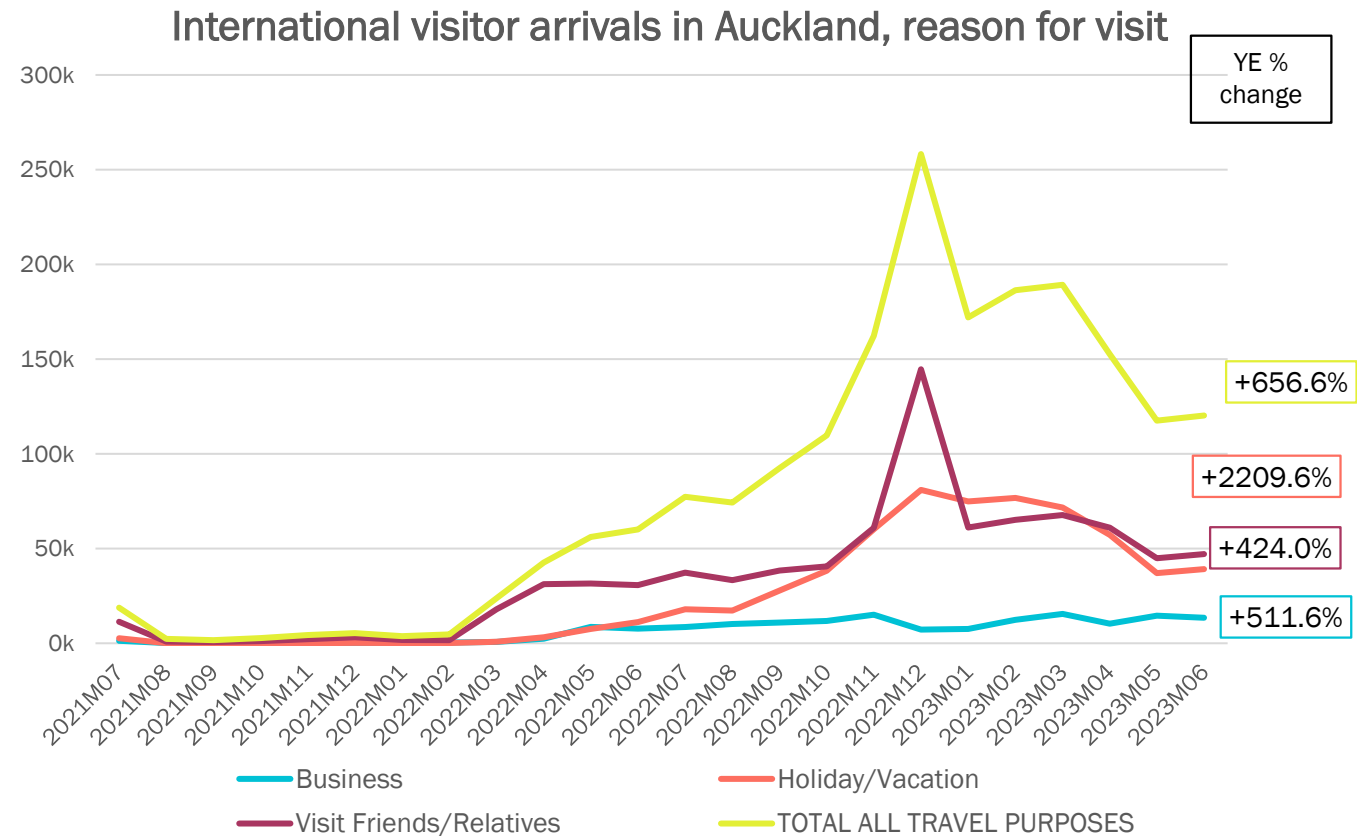
Domestic Visitor Population Estimates to Auckland



	Total Domestic Visitors	vs. previous year / YE	vs. pre-Covid / 2019
June 2022	532,254	-22.3%	-2.1%
YE June 2022	7,230,570	18.4%	N/a

1.71m International visitor arrivals in the year to June 2023, up 656.6%

- The month of June saw 120.2k international visitors, up 100.1% on the previous June but down 19.6% compared to pre-Covid numbers (149.5k in June 2019).
- The year to June 2023 saw 1.71m international visitor arrivals, an increase of 656.6% on the previous year. However, international visitation was down 37.8% compared to pre-Covid levels (2.75m in YE June 2019).
- VFR visitors contributed the most to annual visitor numbers (702.2k) and increased 424.0% on the year to June 2022. Monthly VFR numbers (47.1k) were also up 53.5% compared with the month of June 2022.
- Holiday visitors (599.2k) were up 2209.6% for the year, with monthly numbers (39.1k) also up 249.0%.
- There were 137.5k business visitors (up 511.6%) in the year to June 2023, and 13.5k for the month (up 75.3%).

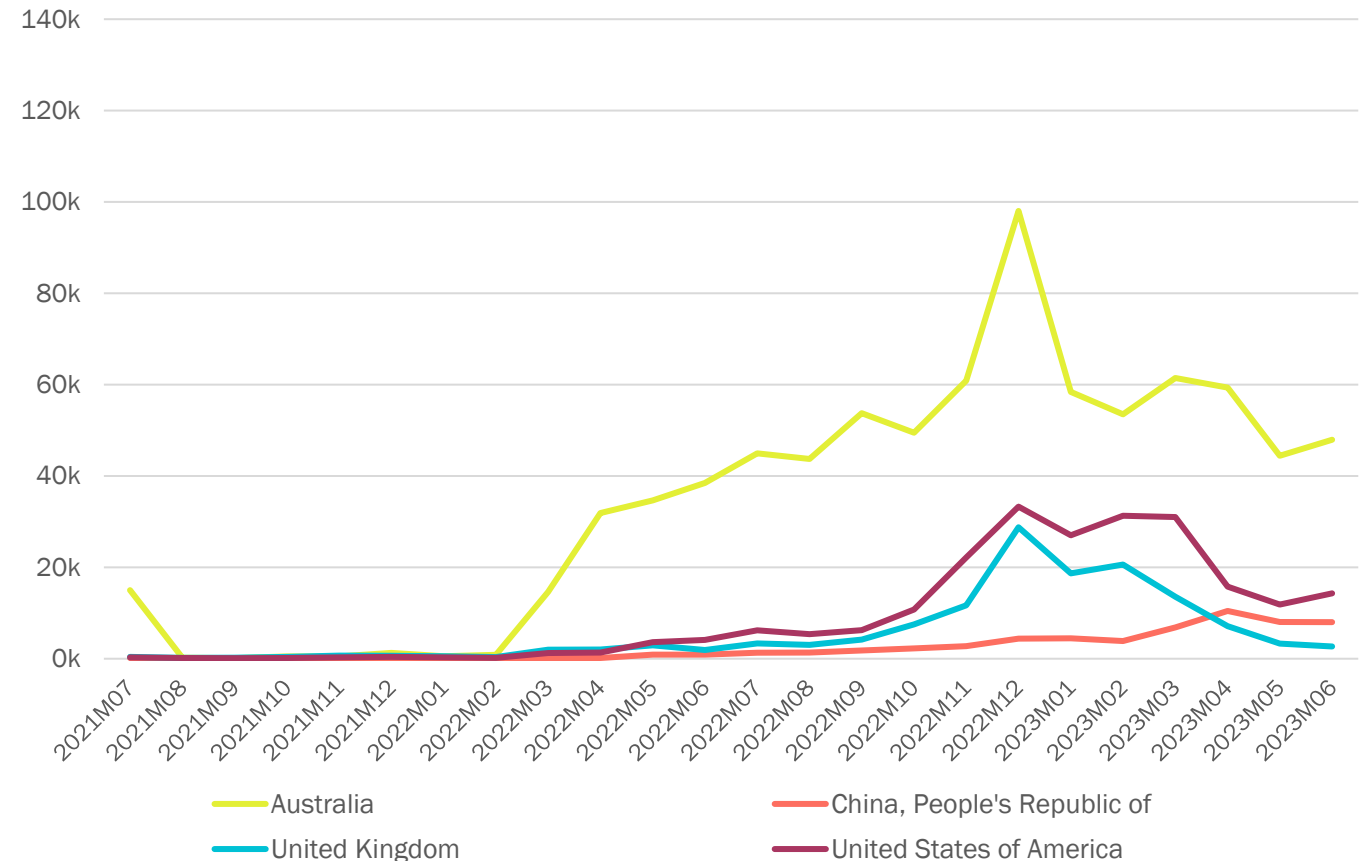


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
June 2023	120,247	100.1%	-19.6%
YE June 2023	1,712,422	656.6%	-37.8%

675.9k Australian visitor arrivals in YE June 2023, up 386.7%

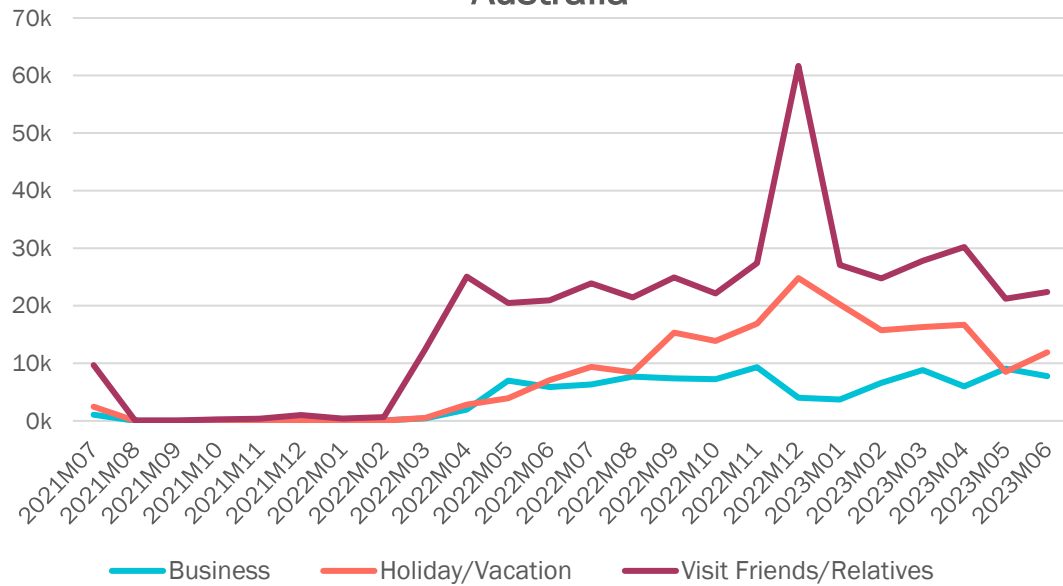
- There was strong growth for **Australian visitors** in the month of June 2023, with **47.9k visitors**, an increase of **24.5%** compared to last June. The year to June 2023 saw **675.9k** Australian visitor arrivals, up **386.7%**.
- The year to June 2023 saw **215.5k** visitors from the US (up **1626.7%**), with **14.3k** visitors for the month (up **247.7%**).
- For year to June 2023, there were **124.7k** visitor arrivals from the UK (up **897.3%**) and **2.7k** visitors for the month (up **41.1%**).
- Visitors from China (**55.7k**) were also up for the year (**1833.2%**), and up (**780.8%**) for the month of June (**8.0k**).

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

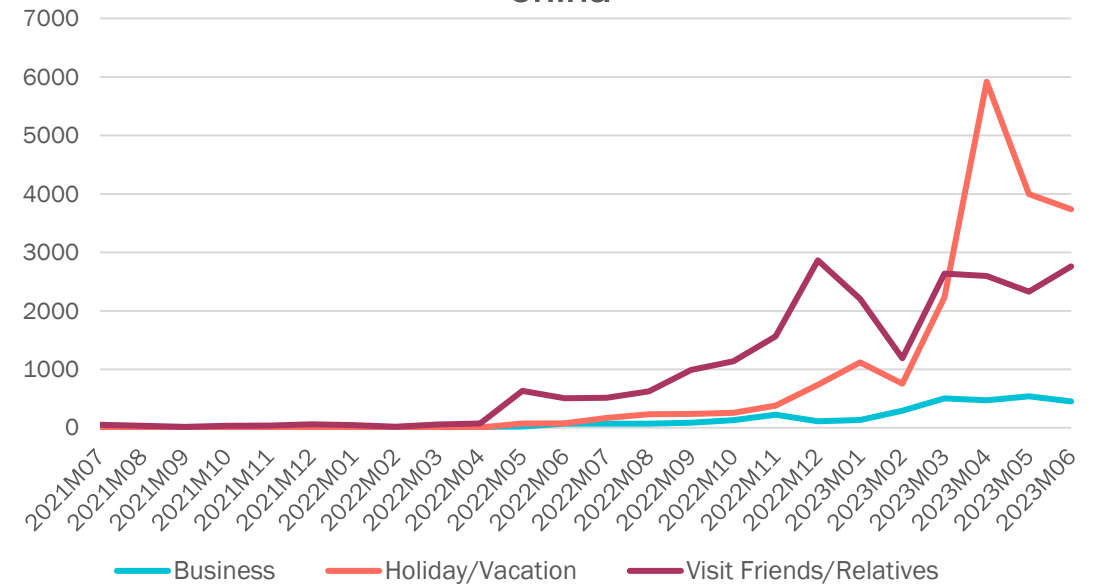
Australia



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	7,764	32.4%	11,908	68.6%	22,393	6.9%	47,943	24.5%
YE June 2023	83,843	407.3%	178,022	959.4%	334,853	266.3%	675,910	386.7%

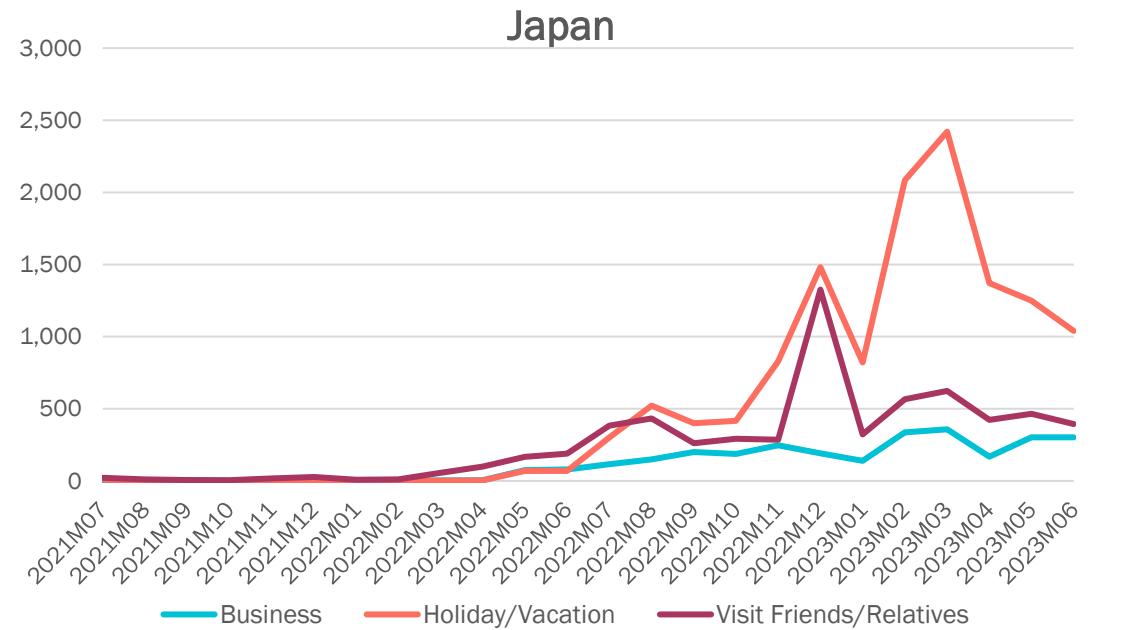
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China

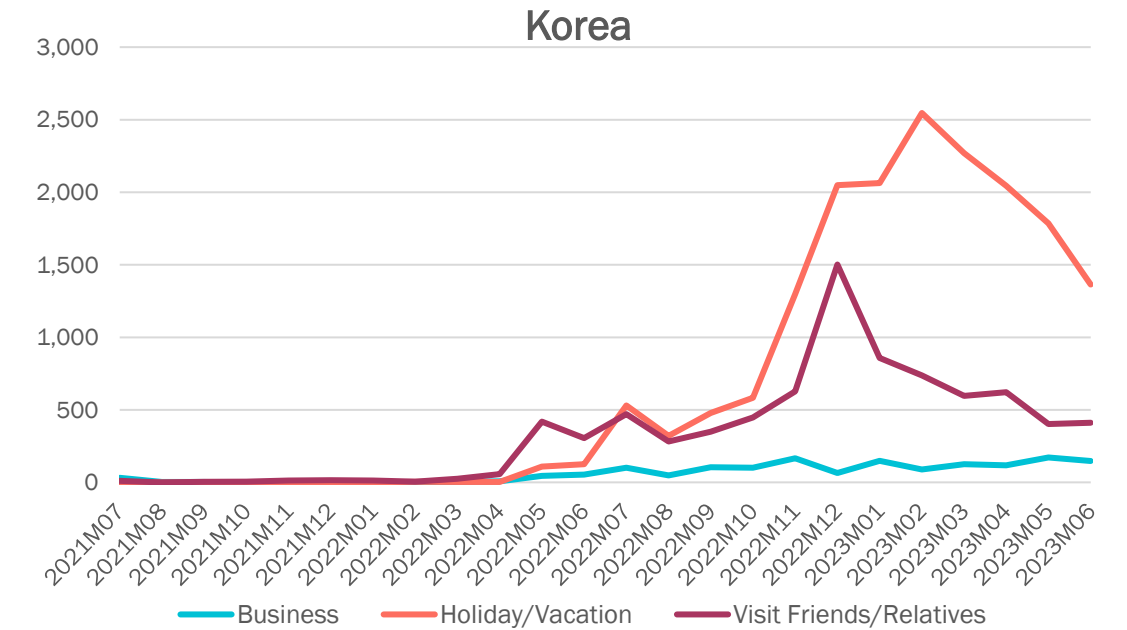


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	451	526%	3,737	4882.7%	2,760	445.5%	8,033	780.8%
YE June 2023	3,090	1973.8%	19,773	10306.8%	21,416	1264.1%	55,677	1833.2%

24-month visitor arrivals from individual markets



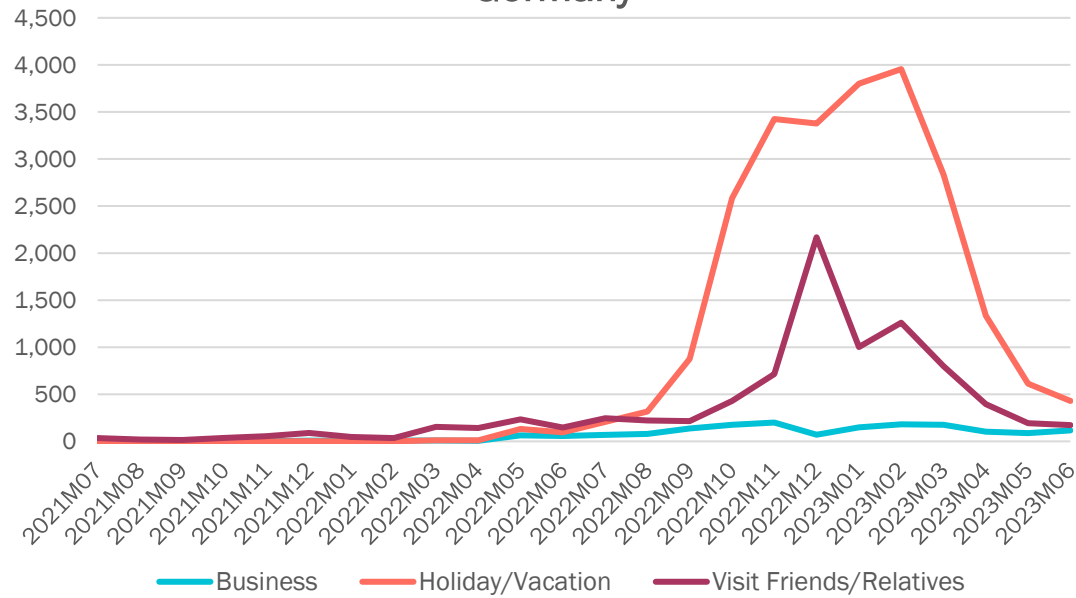
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	302	282.3%	1,040	1385.7%	394	108.5%	2,138	319.2%
YE June 2023	2,696	1381.3%	12,936	8139.5%	5,775	831.5%	30,277	2171.3%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	148	174.1%	1,364	982.5%	411	34.3%	2,267	270.4%
YE June 2023	1,389	826.0%	17,336	6947.2%	7,309	737.2%	30,740	1869.3%

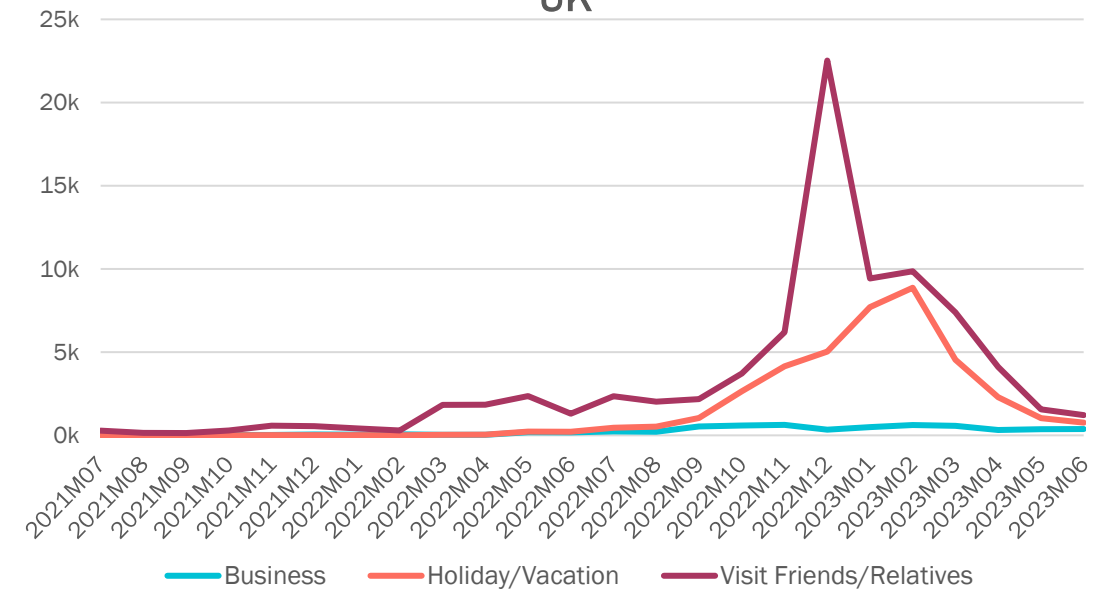
24-month visitor arrivals from individual markets

Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	118	103.4%	430	347.9%	174	18.4%	831	148.8%
YE June 2023	1,554	688.8%	23,755	9036.5%	7,823	668.5%	36,822	2153.5%

UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	384	109.8%	768	250.7%	1,224	-6.4%	2,704	41.1%
YE June 2023	5,372	603.1%	39,110	6301.0%	72,613	619.2%	124,710	897.3%

24-month visitor arrivals from individual markets

Canada



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	171	125.0%	493	325.0%	579	37.9%	1,452	103.9%
YE June 2023	1,743	527.0%	21,046	6518.2%	19,333	689.4%	46,722	1271.8%

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US



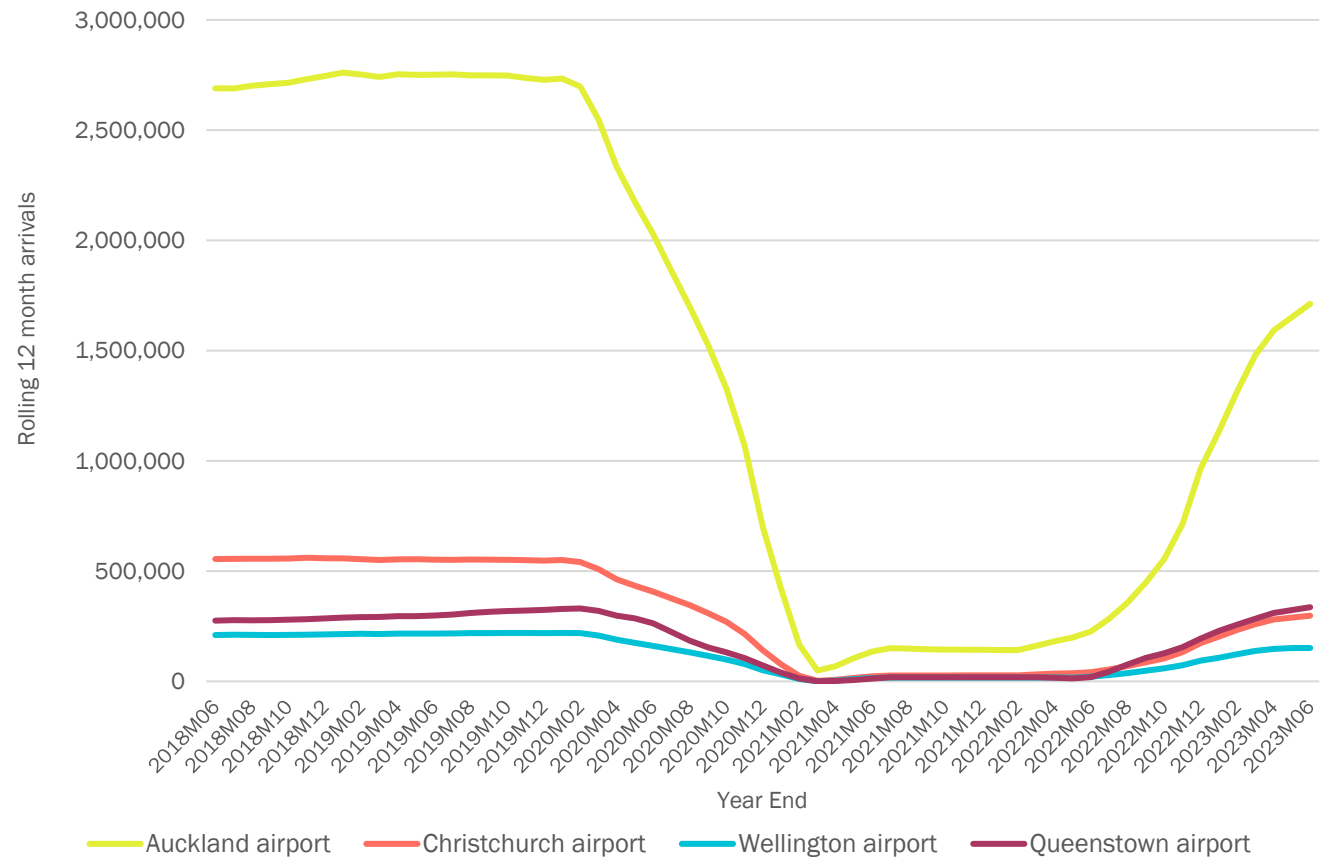
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2023	1,174	182.9%	6,928	630.0%	4,276	104.9%	14,313	247.7%
YE June 2023	12,715	965.8%	117,564	6460.5%	60,491	696.5%	215,491	1626.7%

Auckland has seen a 656.6% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders fully open (since July 2022), Auckland has seen a 656.6% increase in international visitor arrivals over the last year.
- For the year ending June 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 1667.4%, Christchurch was up 619.8% and Wellington was up 621.4% compared to last year.

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12 month rolling visitor arrivals





Auckland Tourism – Accommodation Data

510.4k total guest nights in commercial accommodation in June 2023, up 30.9%

- For the month of June 2023, there were **510.4k total guest nights** in commercial accommodation in Auckland, up **30.9%** on the same month last year.
- There were **353.3k domestic guest nights** in commercial accommodation (up **12.6%**), and **157.2k international guest nights** (up **106.0%**) in commercial accommodation in June 2023.
- For New Zealand overall, there were 2.28m guest nights in commercial accommodation in June 2023, up **10.1%** compared to June 2022.

Guest nights in commercial accommodation - Auckland



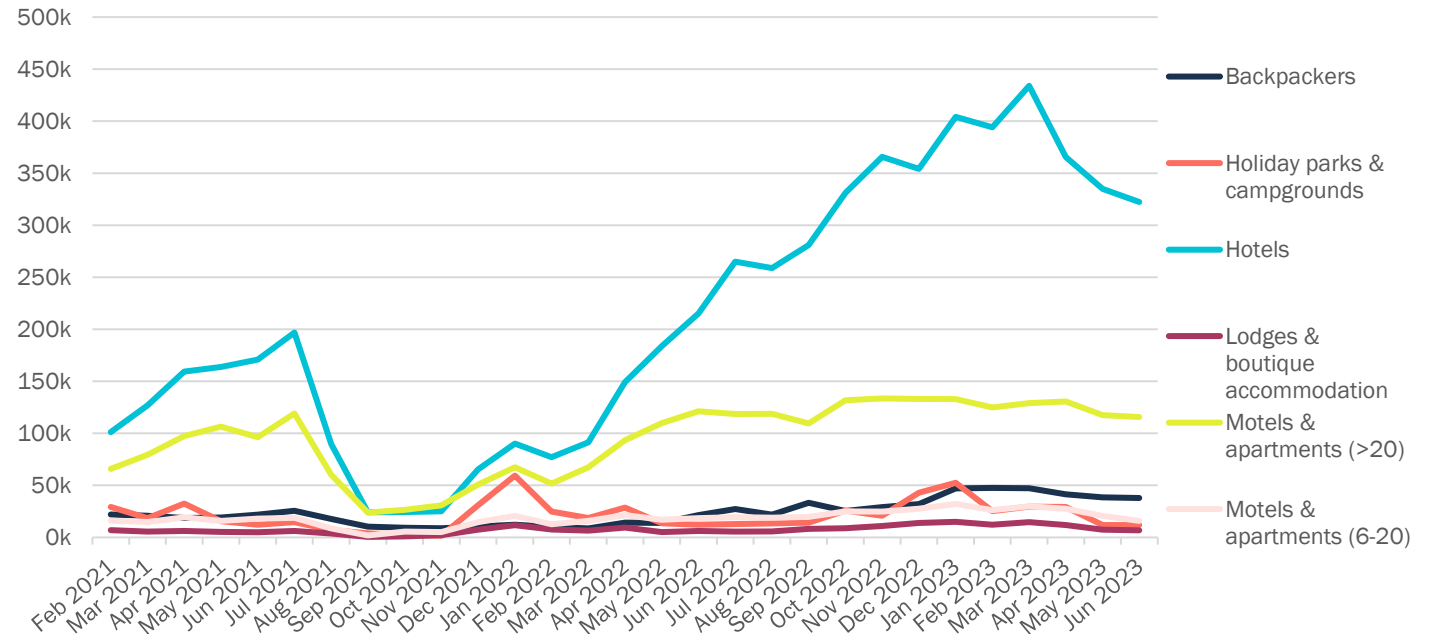
June 2023	Auckland	% change	New Zealand	% change
Total guest nights	510,400	30.9%	2,281,200	10.1%
Domestic guest nights	353,300	12.6%	1,696,800	-5.8%
International guest nights	157,200	106.0%	584,400	115.7%

322.4k guest nights in hotels in June 2023, up 49.8%

- For the month of June 2023, there were 322.4k guest nights in hotels in Auckland, up 49.8% compared to June last year.
- Guest nights in backpacker accommodation (up 76.6% to 37.8k) and lodges and boutique accommodation (up 11.5% to 6.8k) also increased.
- There were 115.6k guest nights in motels and apartments (>20) (down 4.6%), and 15.8k guest nights in motels and apartments (6-20) (down 14.6%) in June 2023.
- Guest nights in holiday parks and campgrounds (down 1.7% to 11.9k) were down for the month of June.

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Guest nights by accommodation type (monthly)



June 2023	Guest nights	% change
Hotels	322,400	49.8%
Motels & apartments (>20)	115,600	-4.6%
Motels & apartments (6-20)	15,800	-14.6%
Backpackers	37,800	76.6%
Holiday parks & campgrounds	11,900	-1.7%
Lodges & boutique accommodation	6,800	11.5%

Occupancy was 24.3% higher in June 2023, compared to 2022

- **Occupancy was 24.3% higher** during the month of June 2023, compared to June 2022.
- **Revenue per available room (RevPAR) was 30.9% higher** in June 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (5.5%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in June 2023. ADR peaked on Thursday 1st June, while Occupancy and RevPAR peaked on Saturday 3rd June 2023.
- A quarter (26%) of the hotels covered here were isolation hotels this time last year.

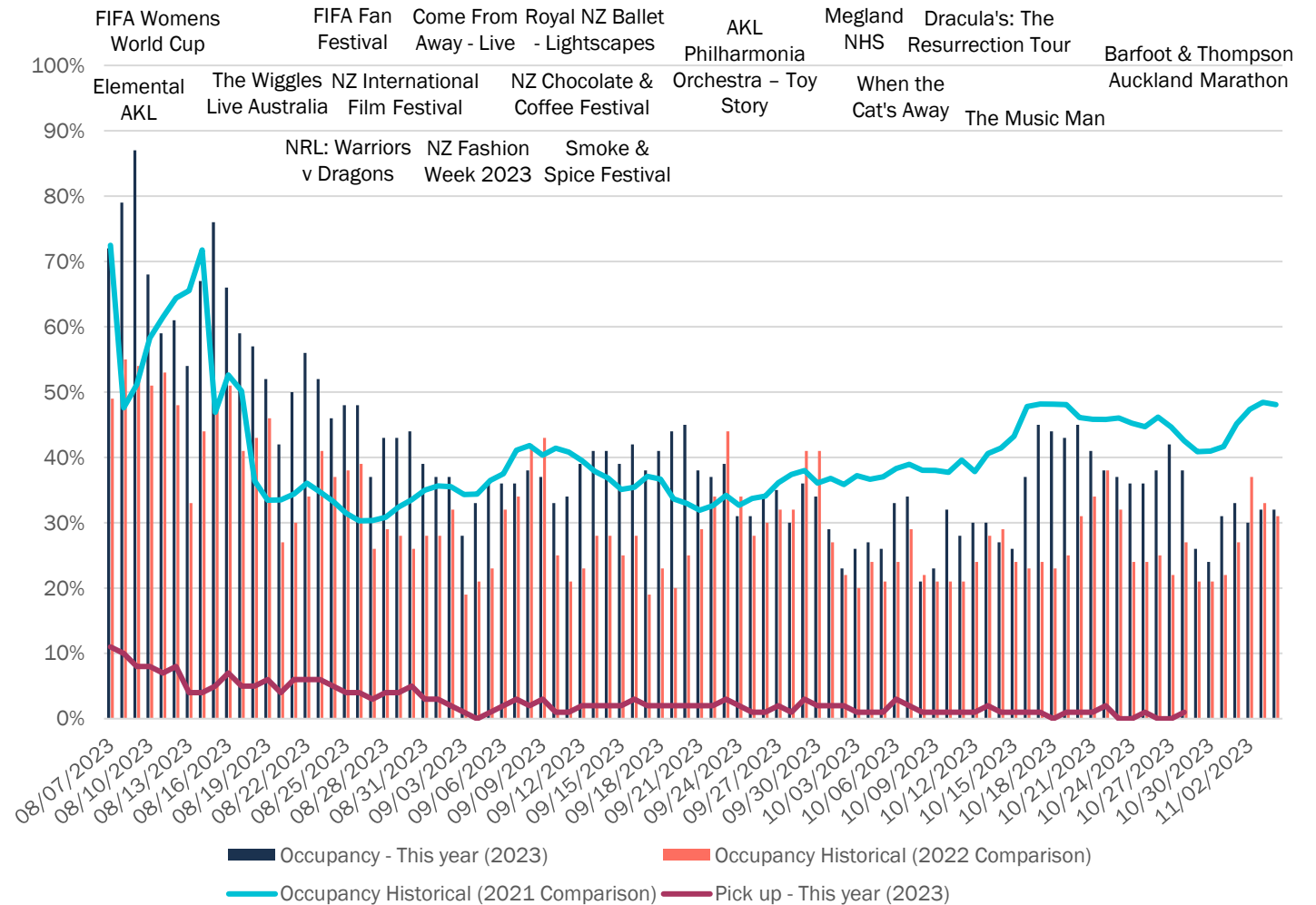
Percent Changes for the Month of June



90 Day Forward Booking Occupancy Data

- At the time of writing, actual occupancy data is not available yet for the month of July and August. However, from the forward booking data we can see the positive impact that the FIFA WWC event had, with much higher occupancy levels compared to last year.
- Occupancy peaked at 87% on Wednesday 9th of August and reached 76% on Tuesday 15th August which is when the FIFA Women’s World Cup Semi-Finals kicked off at Eden Park.

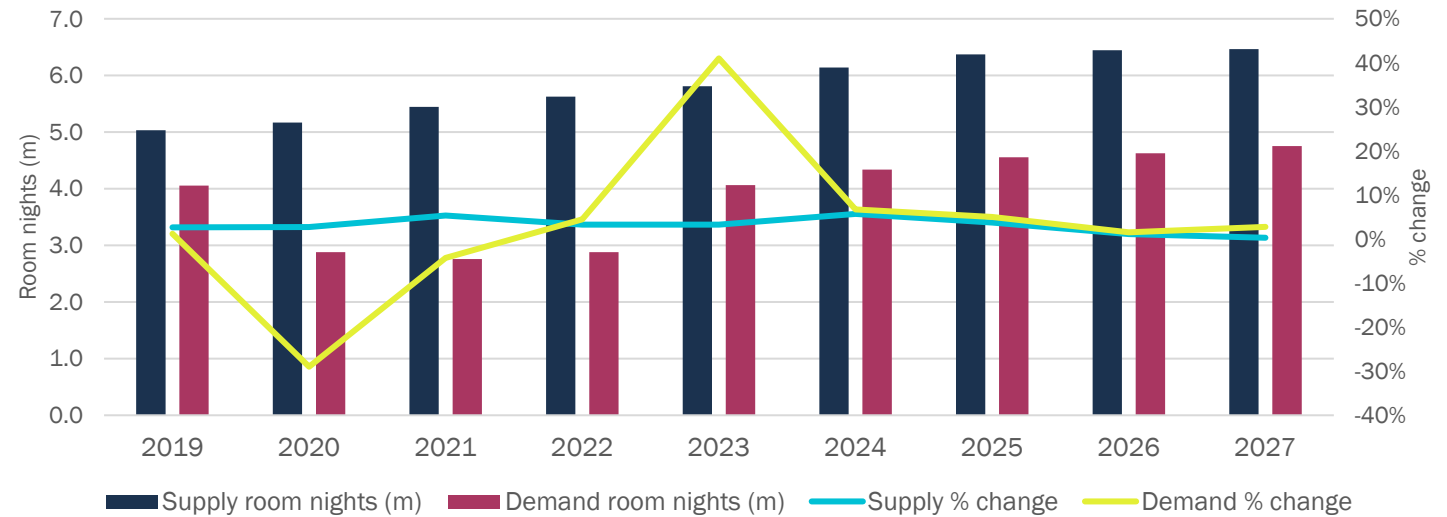
Occupancy - 90 Day Forward Outlook



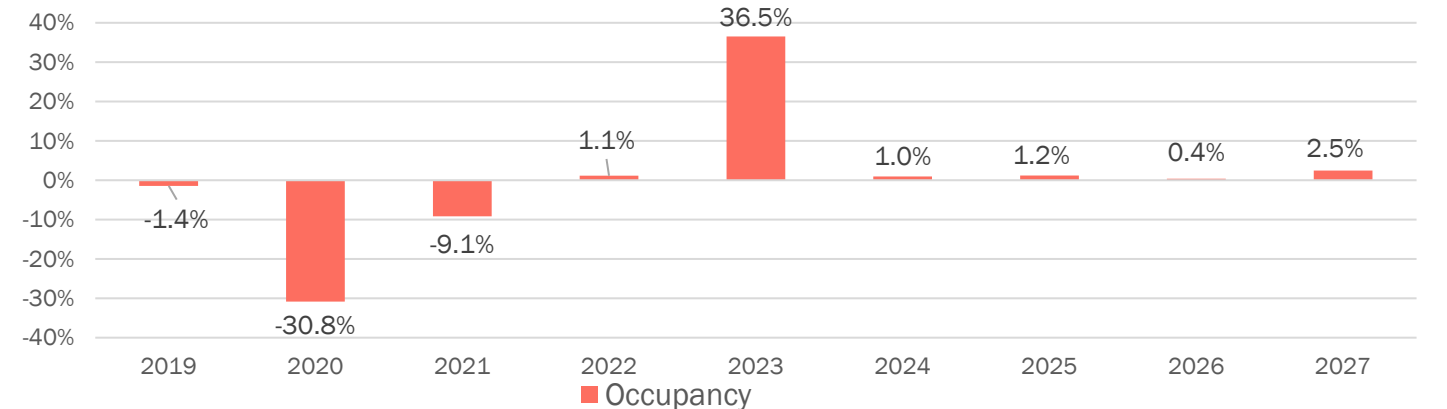
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also now receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- The post-covid recovery is set to gain traction with strong growth in demand in 2023 which will then normalise in the following years with continued growth until 2027.
- In 2023 Q1 supply expanded 4.1%. Demand expanded 85.2%, resulting in an occupancy gain of 77.8%. Occupancy is expected to grow by 32.3% in 2023 Q2, with supply expanding 2.6% and demand expanding 35.8%.
- After expanding 1.1% in 2022, occupancy is expected to expand 36.5% in 2023.

Supply and Demand Growth



Occupancy Growth Composition



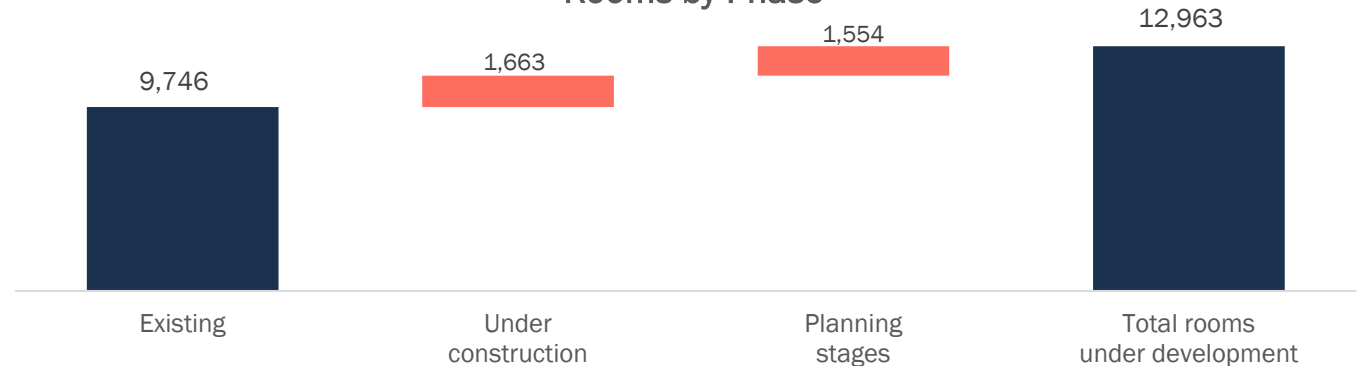
15.9k rooms available in 2023 and 13.0k rooms under development

- In 2023, on average there are 15.9k daily rooms available in Auckland. The number of average daily rooms available is set to increase 3.3%, supplying an additional 507 rooms (compared to 2022).
- Looking to 2024, average room supply is expected to expand 5.7%, supplying 909 new rooms and bringing the total number of rooms to 16.8k.
- Observing rooms by phase data, there are 176 properties in the pipeline with a total of 12,963 rooms under development.
- 158 properties (with a total of 9,746 rooms) are under existing development. Ten properties (with 1,663 rooms) are currently under construction, and eight properties (with 1,554 rooms) are in the planning stages.

Average Supply
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2019	13,785	2.7%	359
	2020	14,161	2.7%	376
	2021	14,920	5.4%	759
	2022	15,410	3.3%	491
Forecast	2023	15,917	3.3%	507
	2024	16,826	5.7%	909
	2025	17,458	3.8%	632
	2026	17,660	1.2%	202
	2027	17,712	0.3%	52

Rooms by Phase



Average Length of Stay Update

- At present, we cannot display current average length of stay data from the International Visitor Survey (IVS) as the survey has been put on hold by the New Zealand Government, due to low numbers of international visitors.
- Average length of stay results for international visitor arrivals will be reported again once the IVS has been restarted, which is expected to be once the borders reopen.
- Once an alternative dataset becomes available, we will commence reporting on this.

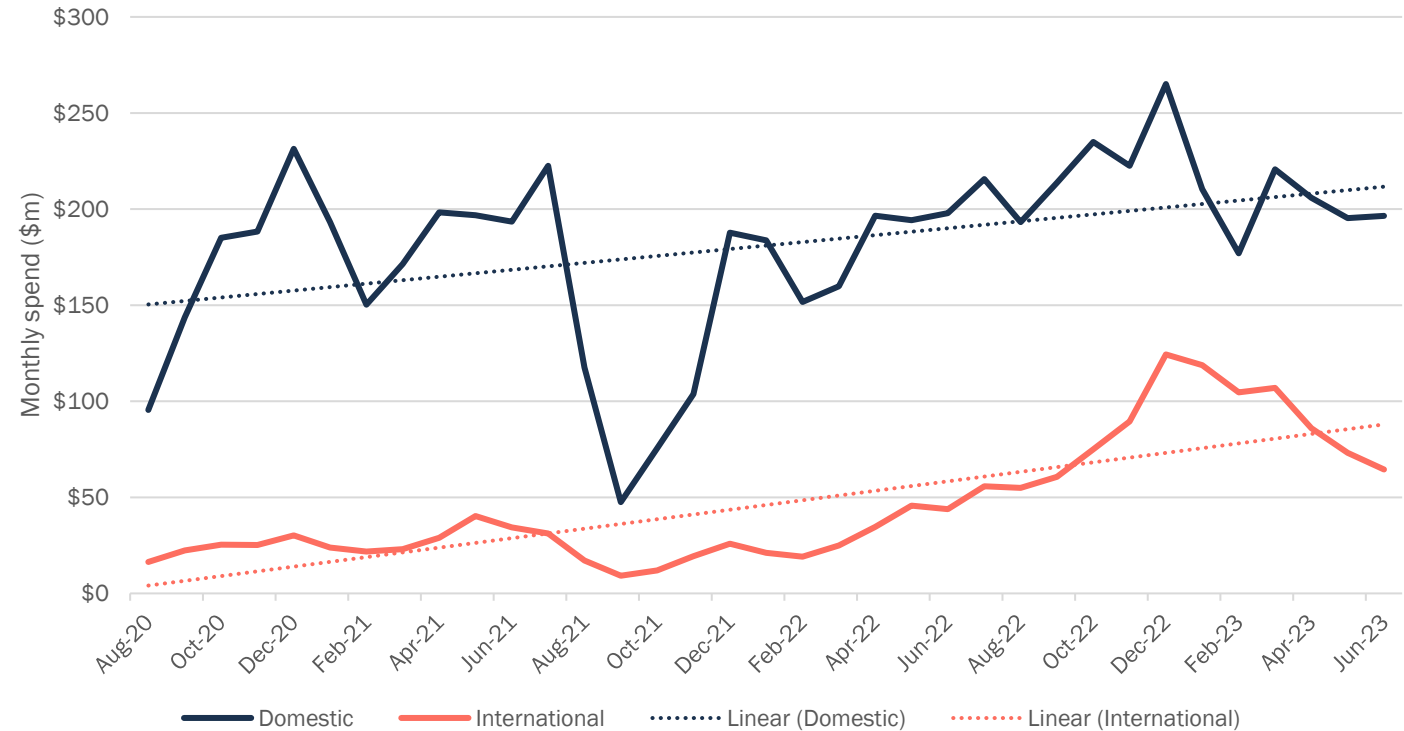


Auckland Tourism – Spend Data

\$2.55b in Domestic tourism transactions for year-end June 2023, up 38.8%

- In the year to June 2023, Domestic tourism transactions were **\$2.55b (up 38.8%)**, while International tourism transactions were **\$1.01b, up 233.6%** for the year.
- Looking at the last 24 months, domestic tourism transactions fell in correlation with each of Auckland’s regional lockdowns i.e., in April and August 2020, and again in February 2021 and August through to October in 2021.
- The Tourism Electronic Card Transactions (TECTs) are an interim replacement to Monthly Regional Tourism Estimates (MRTEs) that provide insights into monthly tourism spend and were introduced in November 2020. TECTs include only tourism-related electronic card transactions (ECT) paid through EFTPOS machines. More info can be found [here](#).

Year-end tourism transactions in Auckland

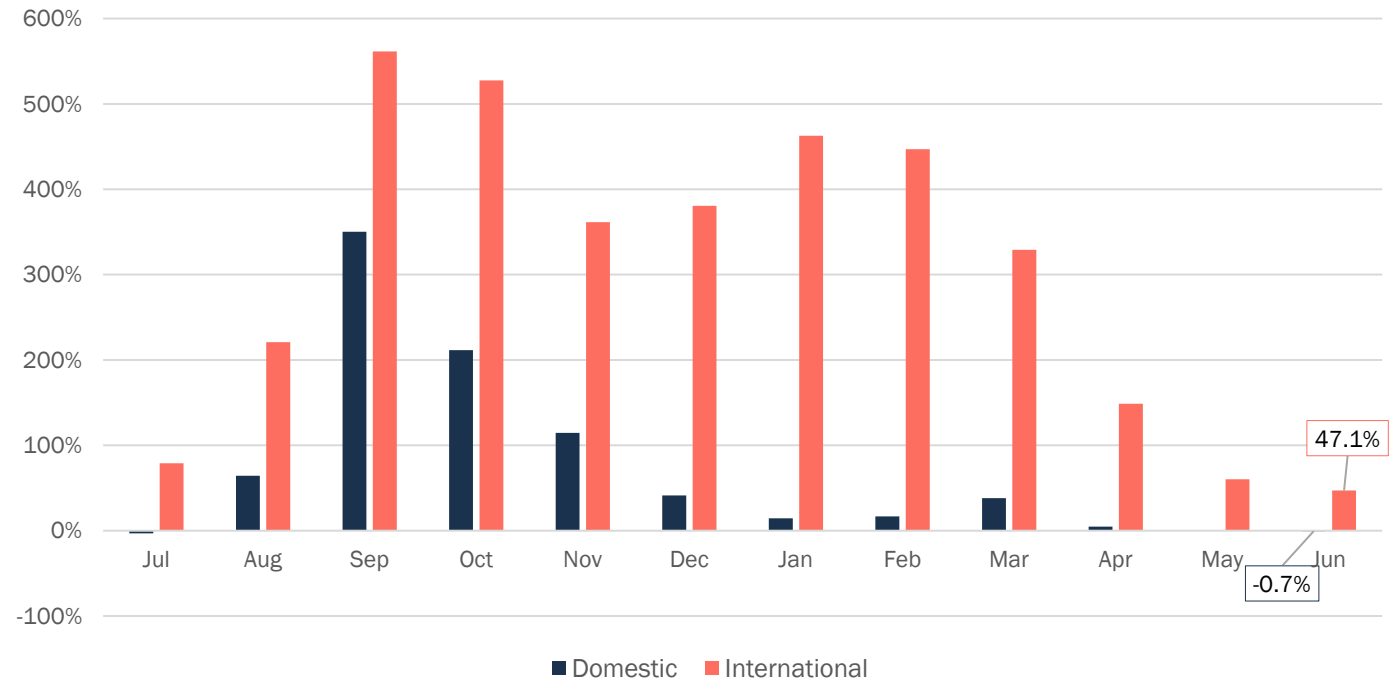


Tourism Transactions	YE June 2023 (\$b)	% change
Domestic	2.551	38.8%
International	1.014	233.6%

International tourism transactions were \$64.5m for June 2023, up 47.1%

- For the month of June 2023, domestic tourism transactions (TECTs) were \$196.5m (down 0.7%) compared to the same month in 2022.
- International tourism transactions in June 2023 were \$64.5m (up 47.1%) compared to June 2022.

Monthly % Change in tourism transactions in Auckland

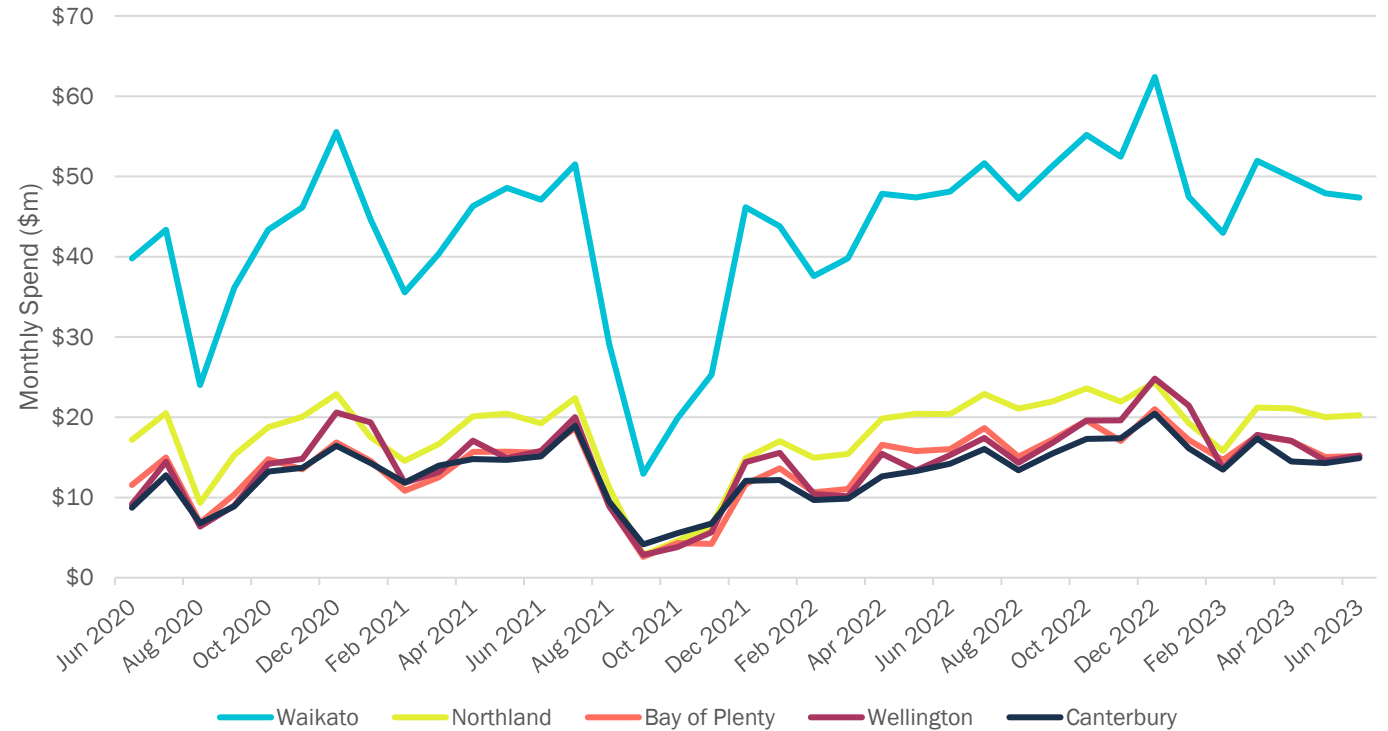


Tourism Transactions	June 2023 (\$m)	% change
Domestic	196.5	-0.7%
International	64.5	47.1%

Waikato visitors spent \$47.4m in June 2023, down 1.6% on the previous year

- For the month of June 2023, tourism spend from **Waikato-based visitors \$47.4m** was down slightly **1.6%** compared to the previous year.
- Spend from **Northland (\$20.3m, down 0.7%)**, the **Bay of Plenty (\$15.2m, down 5.3%)** and **Wellington (\$15.2m, down 80.4%)** was also down in June 2023 compared to June 2022.
- However, spend from **Canterbury (\$14.9m, up 4.8%)** was up in June 2023.

Monthly tourism domestic spend in Auckland, by market

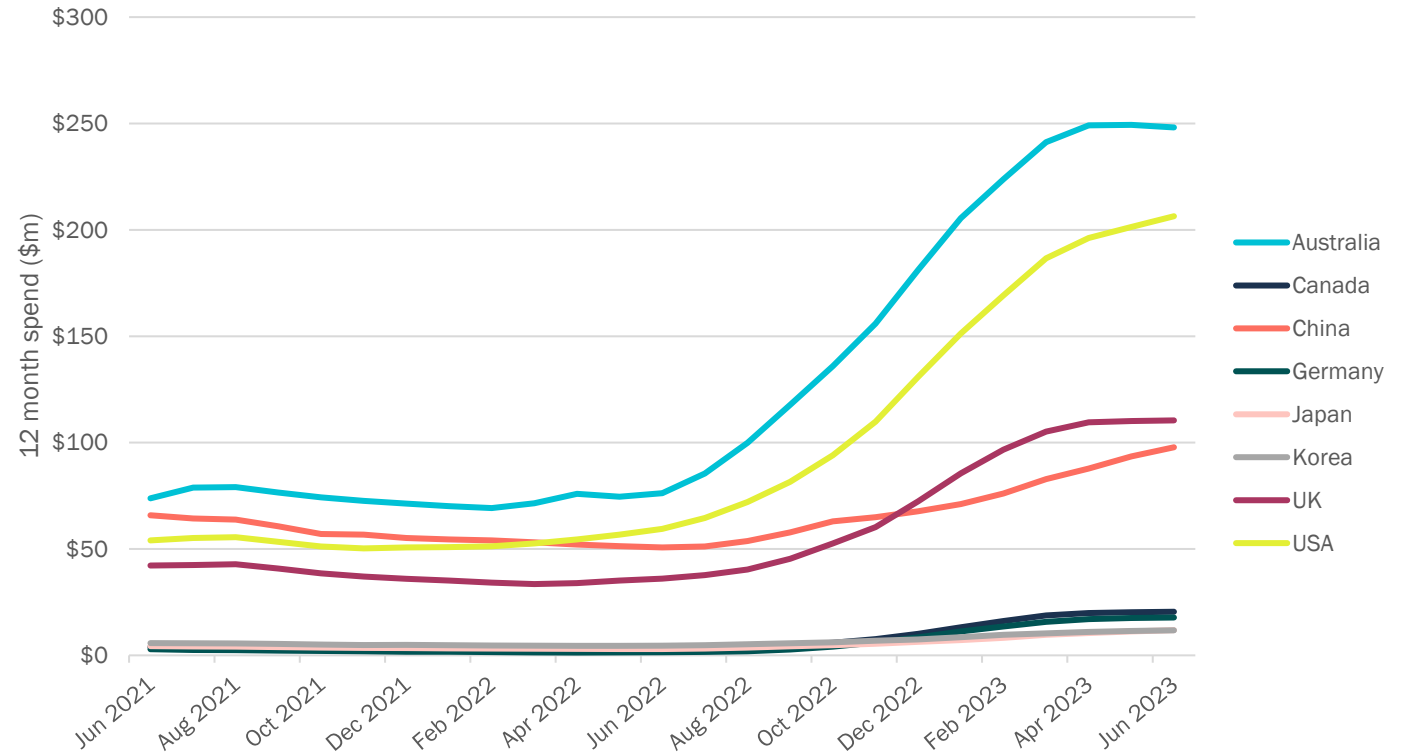


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
June 2023	47.4	-1.6%	20.3	-0.7%	15.2	-5.3%	15.2	-0.4%	14.9	4.8%

Australian visitors spent \$248m in the year to June 2023, up 225.6% on the previous year

- In the year to June 2023, Australian tourism spend was up 225.6% on the previous year to \$248m.
- Tourism spend from the US (up 247.1% to 206m) and the UK (up 205.9% to \$110m) was up for the year to June 2023.
- Chinese visitors spent \$98m in the year to June 2023, up 92.8% on the previous year.
- Spend from Germany (up 1081.6% to \$18m), Canada (up 439.5% to \$20.5m), Japan (up 291.9% to \$11.9m) and Korea was also up (158.9% to \$11.8m) on the previous year.

Year-end tourism international spend in Auckland, by market

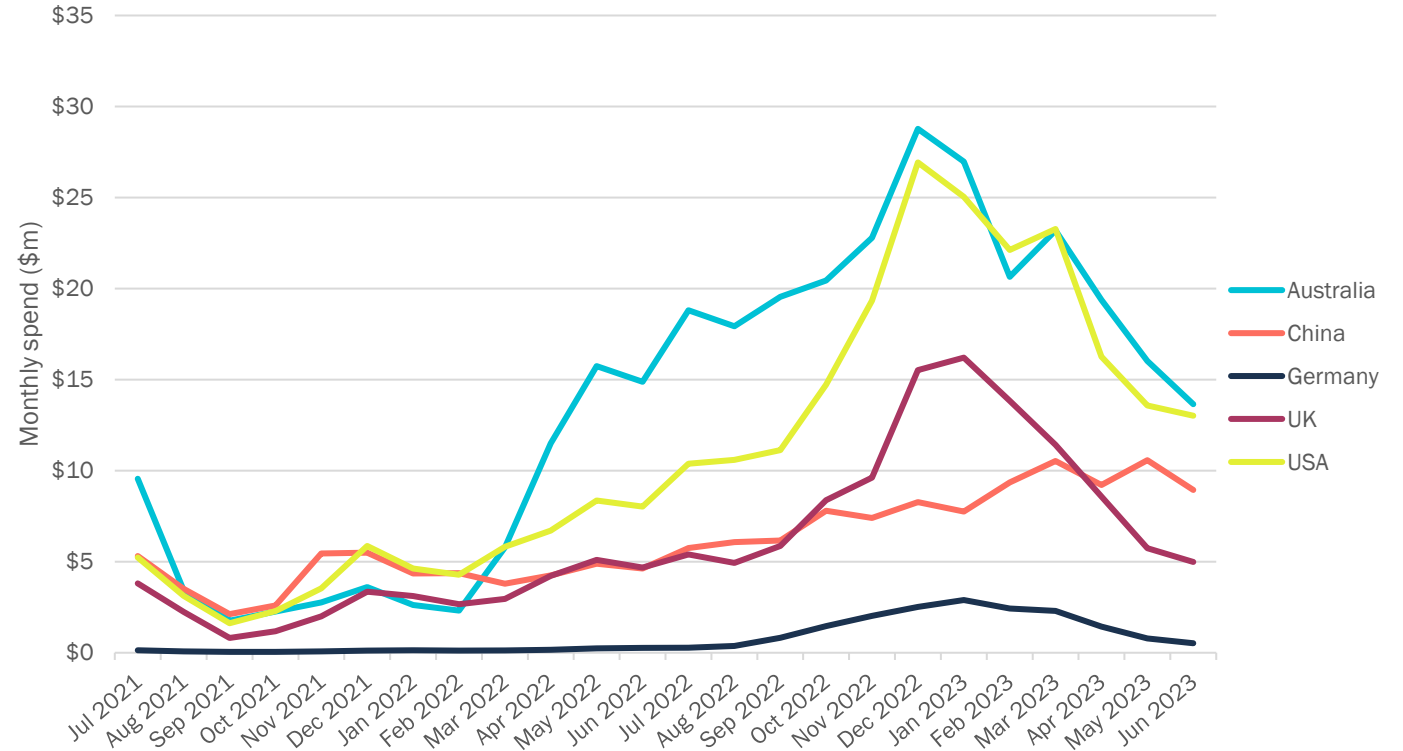


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE June 2023	248	225.6%	98	92.8%	110	205.9%	206	247.1%	18	1081.6%

Visitors from the US spent \$13.0m in June 2023, up 62.3% on the previous year

- For the month of June 2023, tourism spend from Australia (\$13.7m) was down 8.3% compared to last June.
- Visitors from the US spent \$13.0m in June, up 62.3% on the previous year.
- Visitors from China spent \$8.9m in June, up 93.6% compared to last year.
- There were also increases in tourism spend from the UK (up 6.6% to \$5.0m) and German (up 95.6% to \$0.5m) markets for the month of June 2023.

Monthly tourism expenditure in Auckland, by market



	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
June 2023	13.7	-8.3%	8.9	93.6%	5.0	6.6%	13.0	62.3%	0.5	95.6%

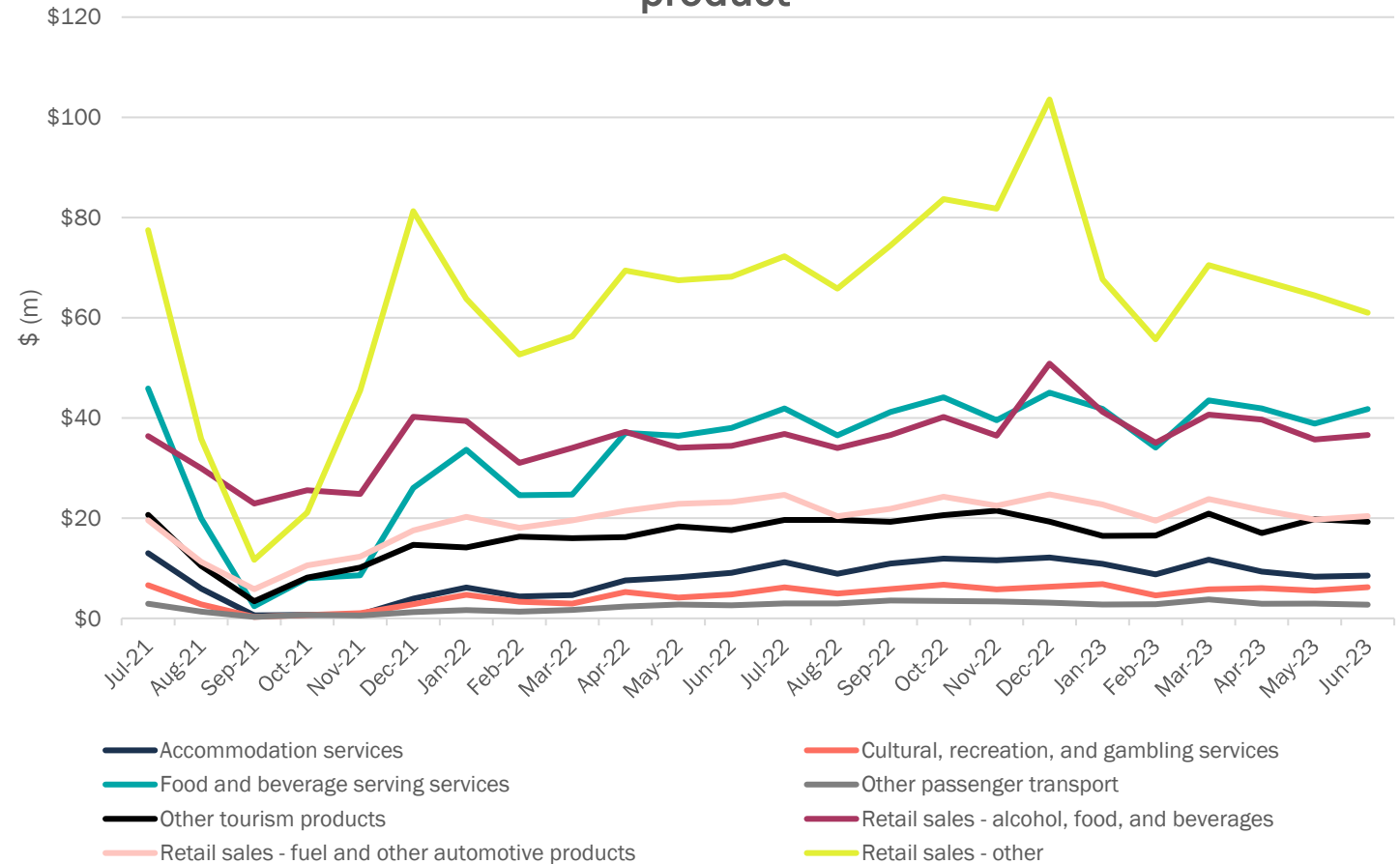
\$41.8m spent in Food & beverage by domestic visitors in June 2023, up 9.9%

	Spend (\$m)	% change
Accommodation services	8.5	-5.9%
Cultural, recreation, and gambling services	6.2	30.4%
Food and beverage serving services	41.8	9.9%
Other passenger transport	2.7	4.7%
Other tourism products	19.3	9.4%
Retail sales - alcohol, food, and beverages	36.6	6.3%
Retail sales - fuel and other automotive products	20.4	-12.2%
Retail sales - other	61.0	-10.6%
Grand Total	196.5	-0.7%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



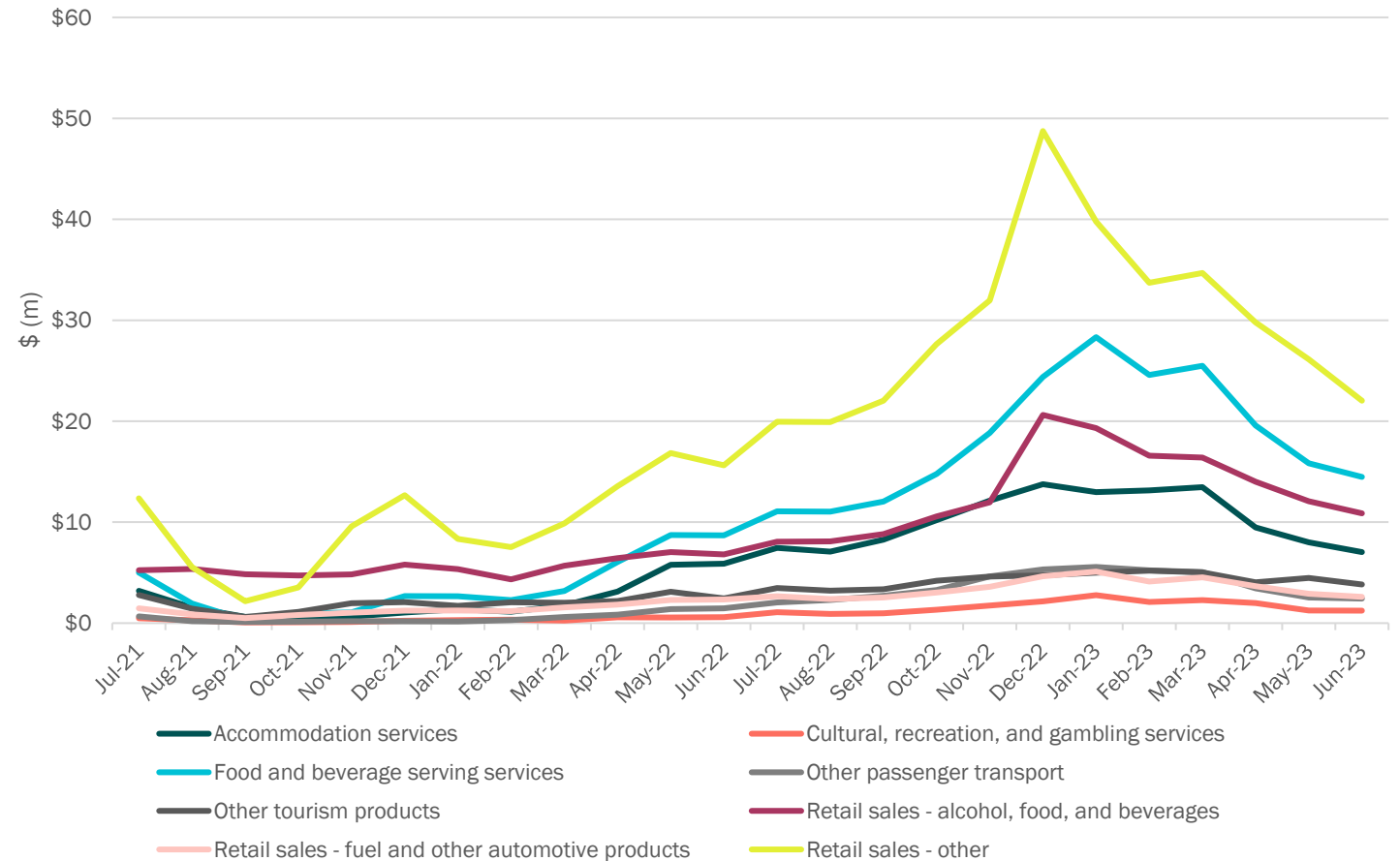
\$22.0m spent in Retail sales (other) by International visitors in June 2023, up 40.9%

	Spend (\$m)	% change
Accommodation services	7.0	19.5%
Cultural, recreation, and gambling services	1.2	108.9%
Food and beverage serving services	14.5	66.6%
Other passenger transport	2.4	66.0%
Other tourism products	3.8	56.9%
Retail sales - alcohol, food, and beverages	10.9	59.7%
Retail sales - fuel and other automotive products	2.6	11.2%
Retail sales - other	22.0	40.9%
Grand Total	64.5	47.1%

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data



Major Events Insights



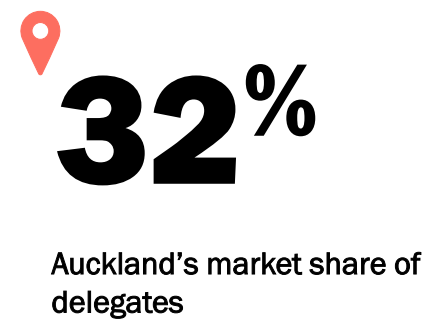
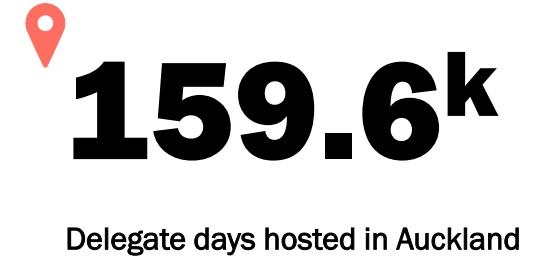
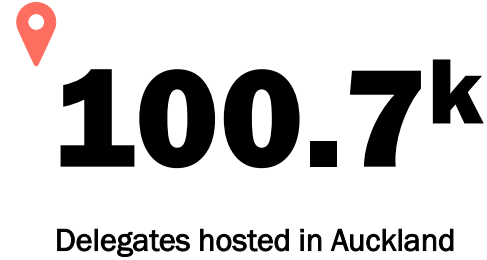
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Event	Date	Venue	Interesting Findings
The Pink Floyd Experience	1 June 2023	Bruce Mason Centre	
Autaia	9 June 2023	Aotea Centre	
MHVC Finals & Auckland String Sessions Showcase	10 June 2023	Auckland Town Hall	<ul style="list-style-type: none"> There were 532.3k domestic visitors to Auckland in the month of June 2023. The month of June saw 120.2k international visitors, up 100.1% For the month of June 2023, there were 510.4k total guest nights in commercial accommodation in Auckland, up 30.9% on the same month last year. There were 353.3k domestic guest nights in commercial accommodation (up 12.6%), and 157.2k international guest nights (up 106.0%) in commercial accommodation in June 2023. For the month of June 2022, domestic tourism transactions (TECTs) were \$196.5m and international tourism transactions were \$64.5m (up 47.1% compared to June 2022).
Come Together Album Tour: Dire Straits Making Movies	10 June 2023	Aotea Centre	
NZ Hair & Beauty Expo 2023	17-18 June 2023	Viaduct Events Centre	
National Youth Theatre - CATS	18-25 June 2023	Aotea Centre	
The Big Sing 2023 - New Zealand Choral Federation - Inc	20-22 June 2023	Auckland Town Hall	
Showquest 2023	28-29 June 2023	Aotea Centre	
Circa's Peepshow (Club Remix)	29 June - 1 July 2023	The Civic	
Pacific Explorer - Exchange	30 June 2023	Queens Wharf	
Aotea Square Ice Rink	30 June - 6 August 2023	Aotea Square	
NRL Round 18: Warriors v Rabbitohs	30 June 2023	Mount Smart Stadium	

Business Events Insights Q2 June 2023



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Auckland Tourism – Tourism Sentiment Index

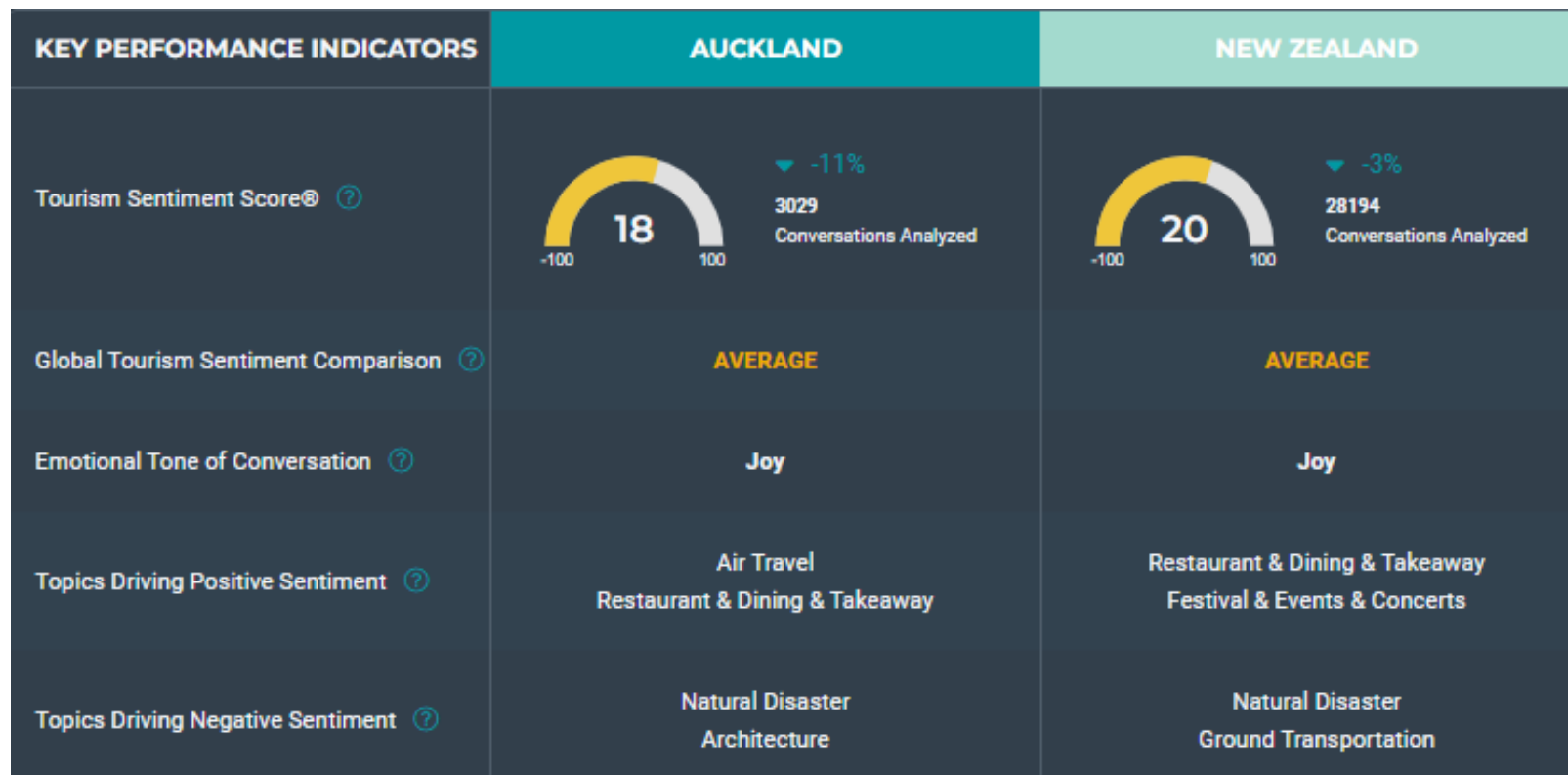
Tourism Sentiment Index (TSI)

- The Tourism Sentiment Index (TSI) is a measure of a destination's ability to generate positive word of mouth about its tourism offering.
- It is an aggregate score (ranging from -100 to +100) that focuses on online conversations and measures attitudes and overall perceptions of Auckland's tourism offering.
- The TSI analysis applies a custom, text- and image-based algorithm focused on conversations about Auckland and its connected region.
- More than 500,000 different sources are included in the analysis including online media sites, forums, reviews, and social networks (Twitter, Facebook, Instagram, YouTube, Tumblr and TripAdvisor).
- The TSI is used as an indicator to gauge current performance and provide a benchmark over time.



Tourism Sentiment Index KPIs - Overall

- The overall Tourism Sentiment Score for Auckland for the month of June 2023 was +18 (2 points down from NZ), no change to June 2022.
- Of all conversations online being driven by Auckland’s tourism experience or products, 22% of those conversations were identified as destination promoters.
- This includes 3,029 online conversations about Auckland, while 28,194 online conversations were included for NZ.
- The TSI Score for Auckland was ‘Average’ in comparison to global tourism sentiments, which indicates an opportunity for improvement.
- The general emotional tone of online conversations was ‘Joy’ for both Auckland and NZ.
- The general emotional tone of online conversations was ‘Joy’ for both Auckland and NZ.
- Topics that drove positive sentiment for Auckland were ‘Air Travel’ and ‘Restaurant, Dining, and Takeaway’, while negative sentiment was driven by ‘Natural Disaster’ and ‘Architecture’.



TSI Categories



- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for June 2023 were Access and Transportation (41%), Food and Culinary (17%) and Amenities and Entertainment (12%).
- The category with the highest sentiment was Amenities and Entertainment (30) followed by Destination Services (28) and Food and Culinary (26), while Safety (-7), had the lowest sentiment.
- Sub-categories that drove positive sentiment were Skiing and Snowboarding (94), Nightlife (54), Weddings (43) and Spectator Sports (39).
- The lowest sentiment was recorded in Health (-19), Natural Disaster (-7), Biking and Cycling (4), and Shopping (4).
- Joy was the general emotional tone for all categories for the month of June 2023.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	41% ▲ 12%	Joy	13 Average	23% ▲ 6%	Anger	6 Average
▲ Food + Culinary	17% ▲ 6%	Joy	26 Average	14% ▼ 1%	Joy	33 Average
▲ Amenities + Entertainment	12% ▲ 4%	Joy	30 Average	15% ▲ 3%	Joy	27 Average
▲ Culture + History	8% ▲ 4%	Joy	19 Average	5% ▲ 1%	Joy	14 Average
▲ Outdoor Activities	7% ▼ 8%	Joy	10 Average	18% ▼ 3%	Joy	19 Average
▲ Safety	6% ▼ 14%	Joy	-7 Average	13% ▼ 8%	Joy	-5 Average
▲ Relaxation + Wellness	5% ▼ 1%	Joy	11 Average	6% ▲ 0%	Joy	21 Average
▲ Destination Services	4% ▼ 2%	Joy	28 Average	6% ▲ 1%	Joy	27 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st July 2022 to 30th June 2023.
- Auckland's TSI rose in August 2022, holding steady until November 2022. Auckland TSI declined in December 2022 through to January 2023.
- TSI stabilised in February and shot up in March and April but dropped again in May 2023. TSI has risen slightly for the month of June 2023.





Auckland Visitor Survey

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE June 2022
-3




29%

Detractors
Net Promoter Score
YE June 2022
-3




1 NPS

Total
Net Promoter Score
YE June 2022
-6




7.3 / 10

Total Satisfaction
Overall experience in
Auckland
YE June 2022
-0.1



Net Promoter Score

- The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures customer engagement and loyalty, based on the likelihood of customers to recommend a product or service.
- For domestic visitors in YE Jun 2022, NPS was **+1**, (down 6 points from YE June 2021).
- Domestic visitors most likely to recommend Auckland as a visitor destination include those aged 30-44 (NPS +6), Otago residents (NPS +16), those whose main reason to visit is a conference, convention or other business event (NPS +23), those travelling with a friend/s (NPS +6) and those who also include Northland in their itinerary (NPS +13).
- Inversely, those least likely to recommend Auckland as a visitor destination are those aged 18-29 years (NPS -8), those who used to live in the Auckland region (NPS -4), and those travelling with children (NPS -3) or with other members of their family (NPS -12).

PROMOTERS

30%

YE June 2022

-3

Compared to
YE June 2021

DETRACTORS

29%

YE June 2022

+3

Compared to
YE June 2021

TOTAL NPS

1

YE June 2022

-6

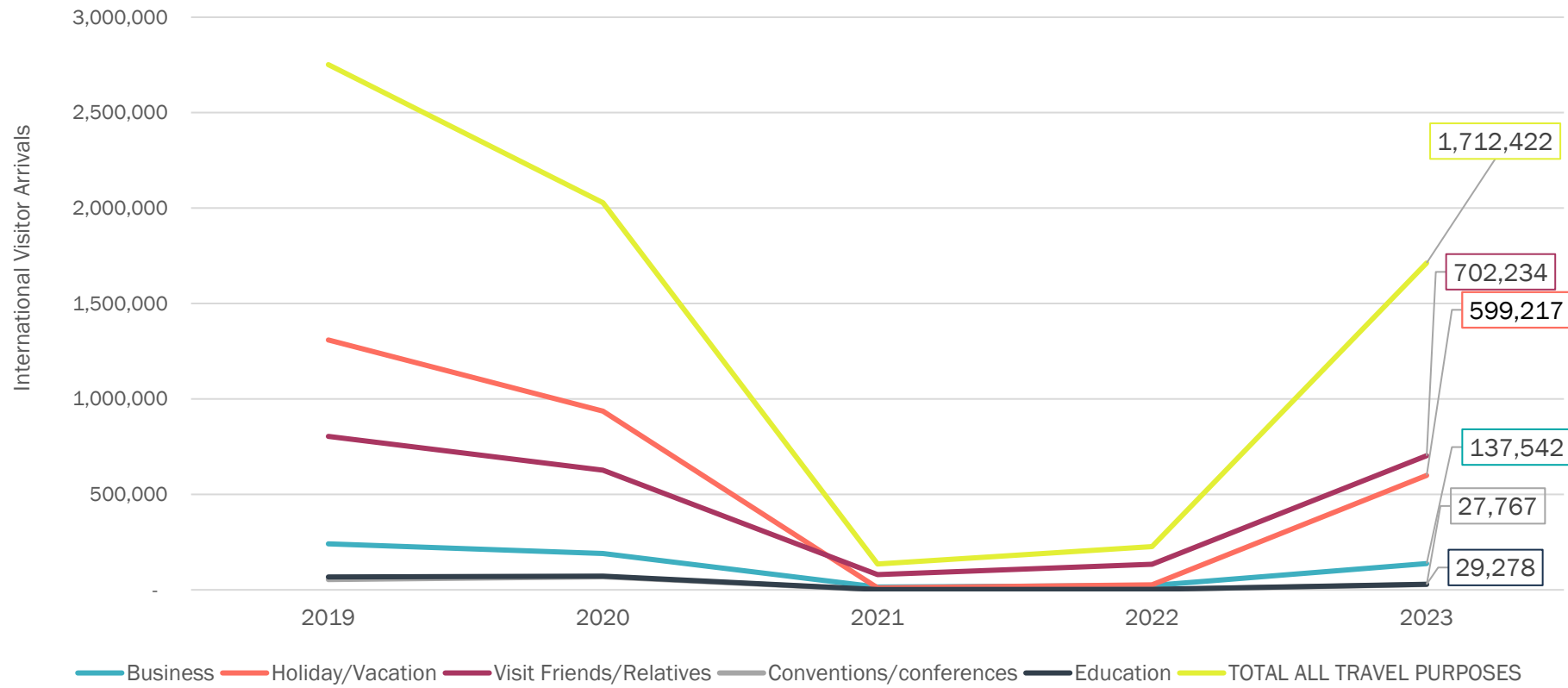
Compared to
YE June 2021

Note: YE June 2022 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020.



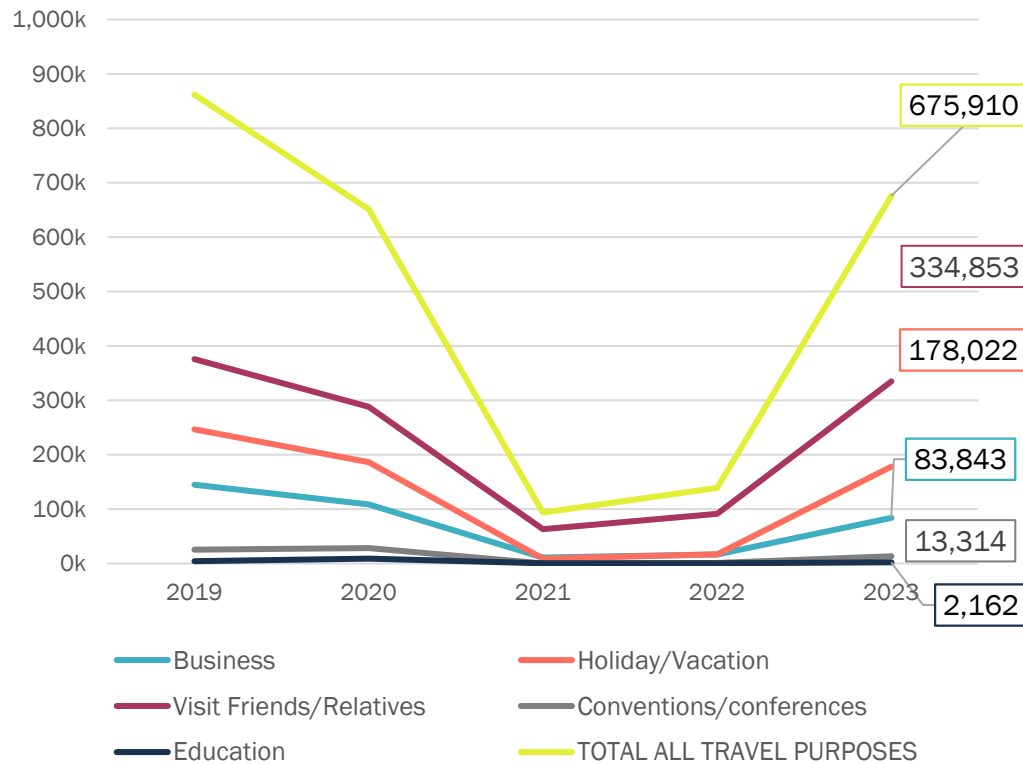
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE June

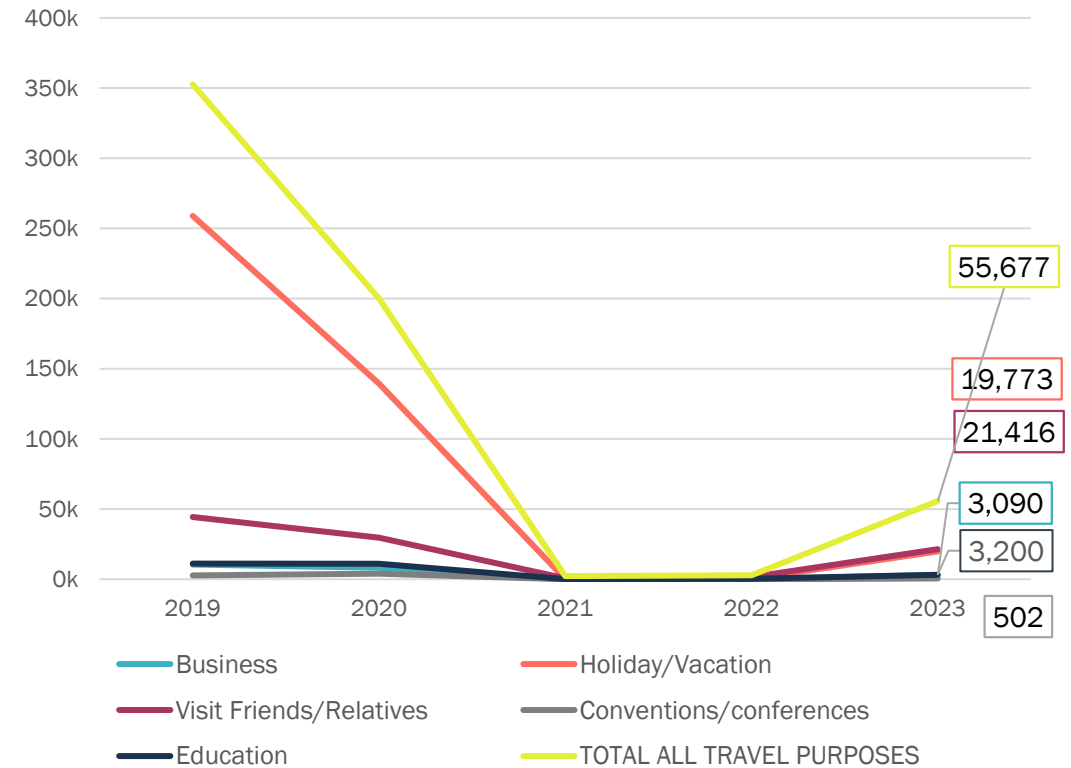


Five-year visitor arrivals to Auckland, YE June

Australia

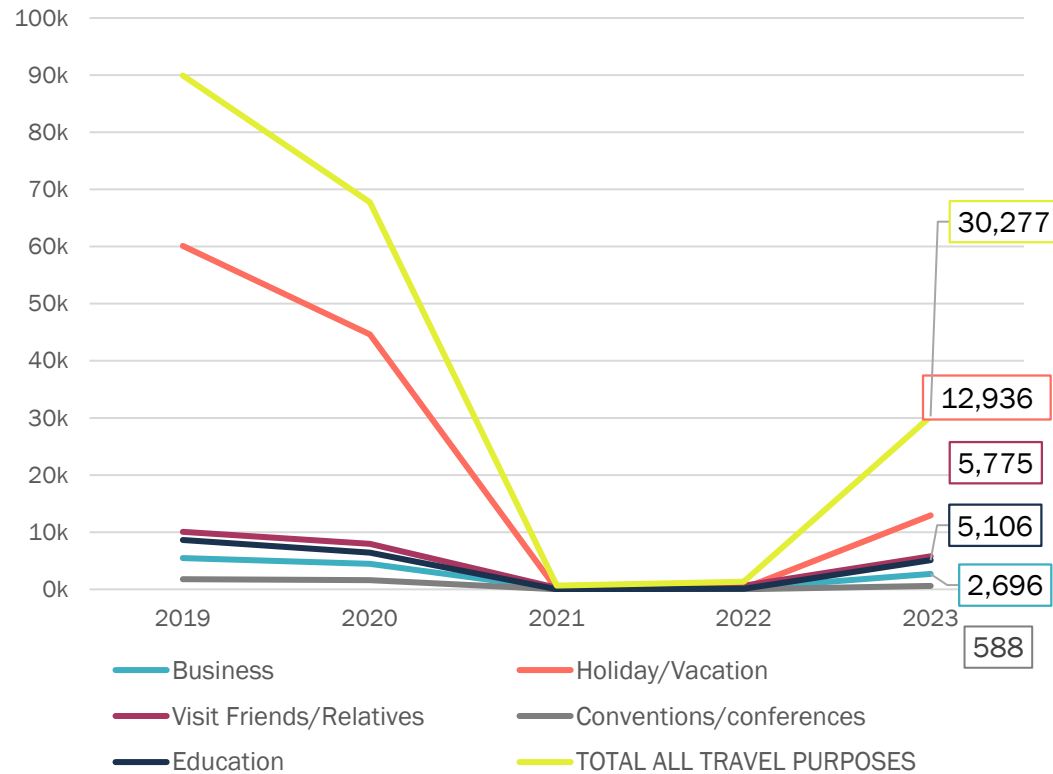


China

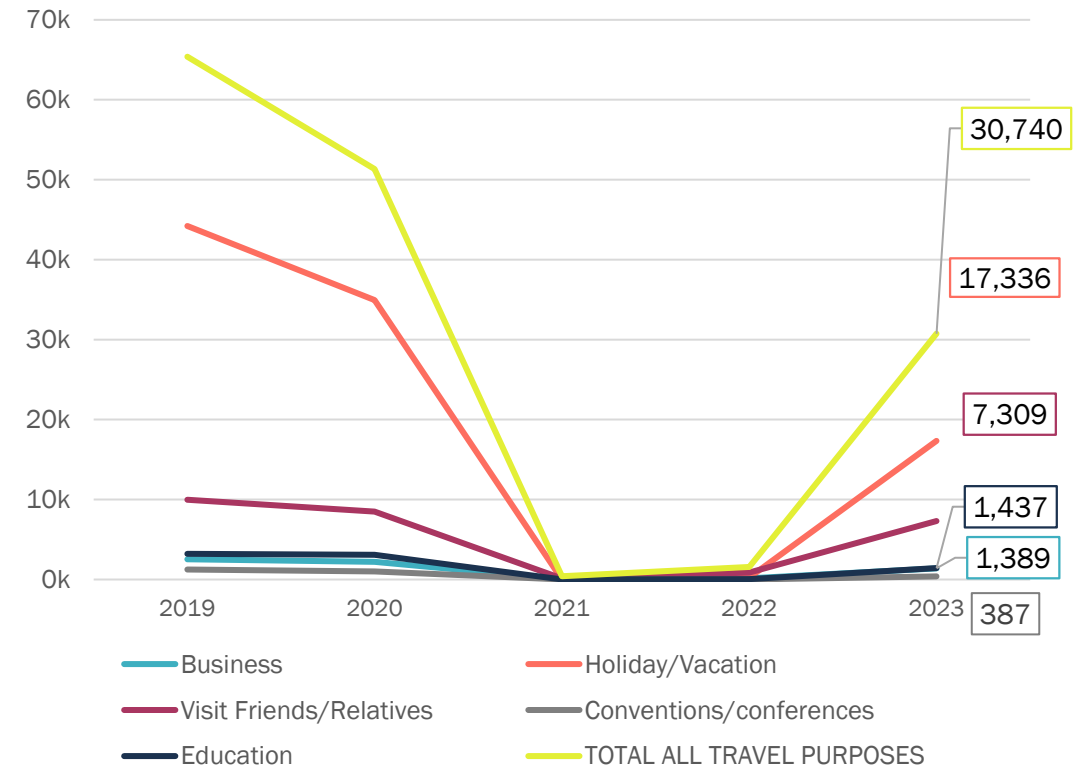


Five-year visitor arrivals to Auckland, YE June

Japan

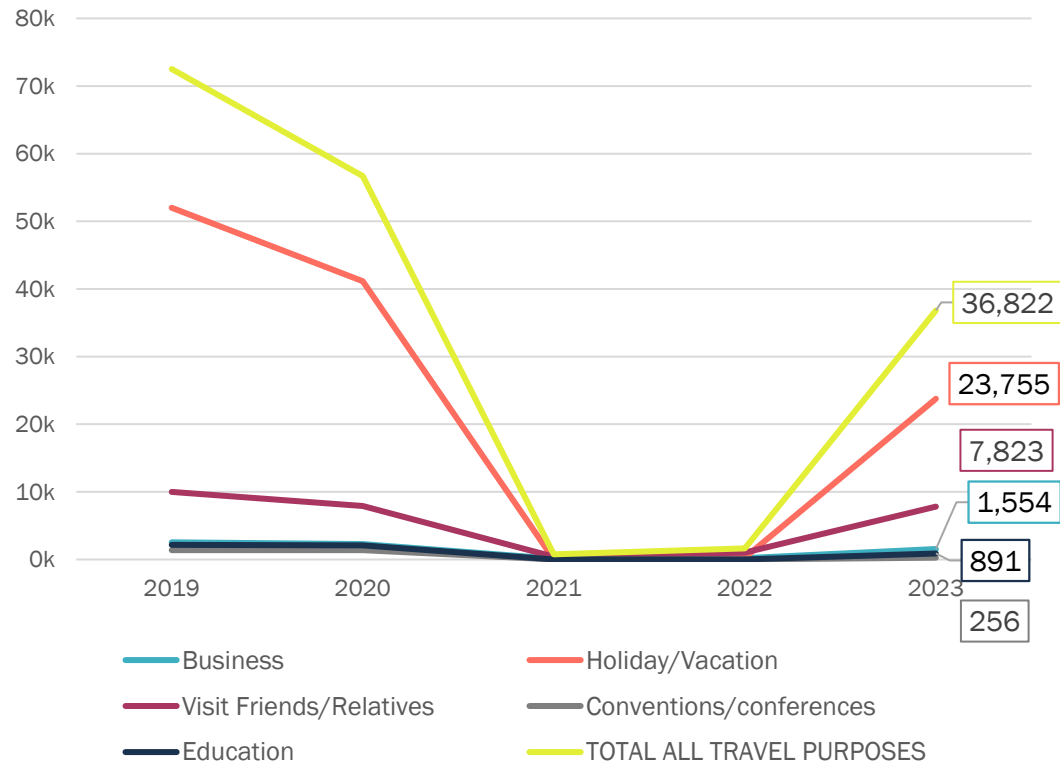


Korea

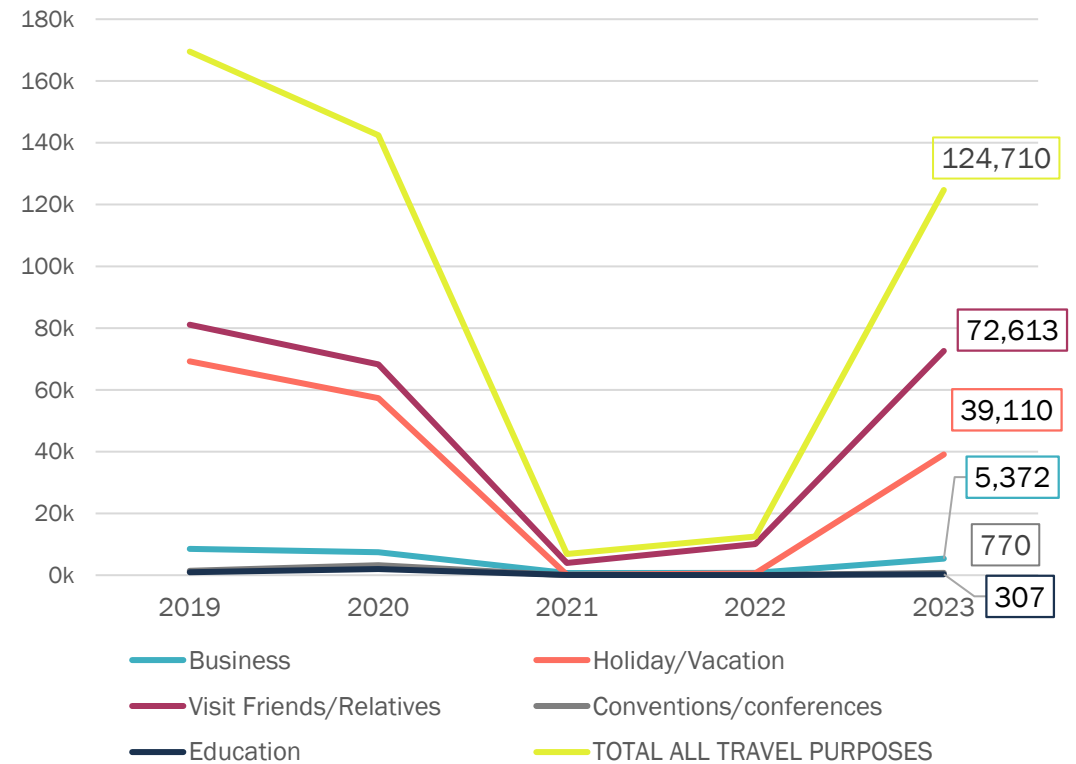


Five-year visitor arrivals to Auckland, YE June

Germany

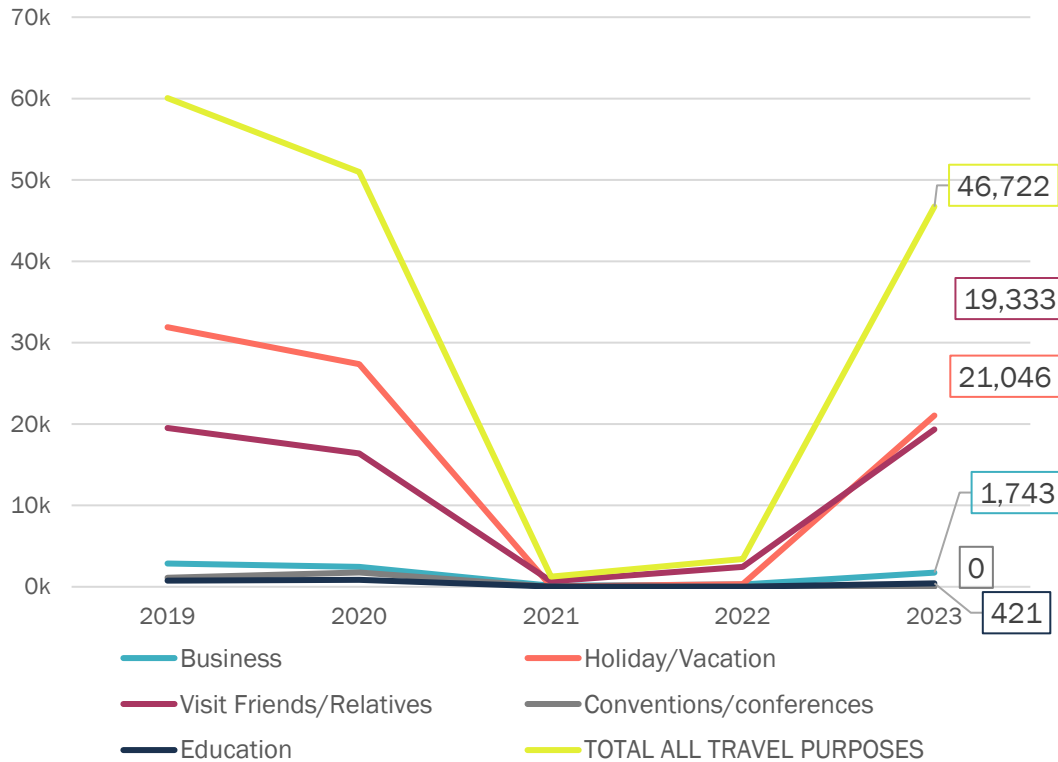


UK

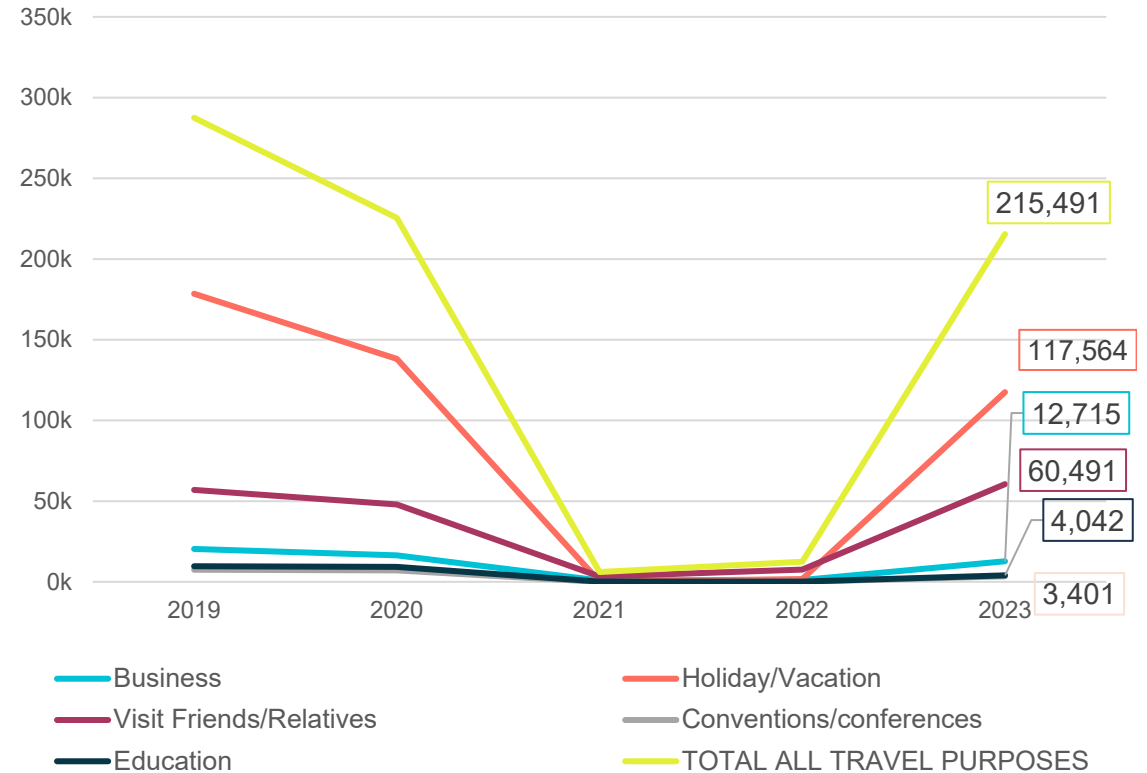


Five-year visitor arrivals to Auckland, YE June

Canada



US



Ngā mihi Thank you

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